iOS 7 Tech Talks 2013

San Francisco

New York

Tokyo

Shanghai

Berlin

London

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

User Interface Design for iOS 7 Games

Mike Stern
User Experience Evangelist

These are confidential sessions—please refrain from streaming, blogging, or taking pictures.

2

3

Themes

Restore

Classic

Night Mode

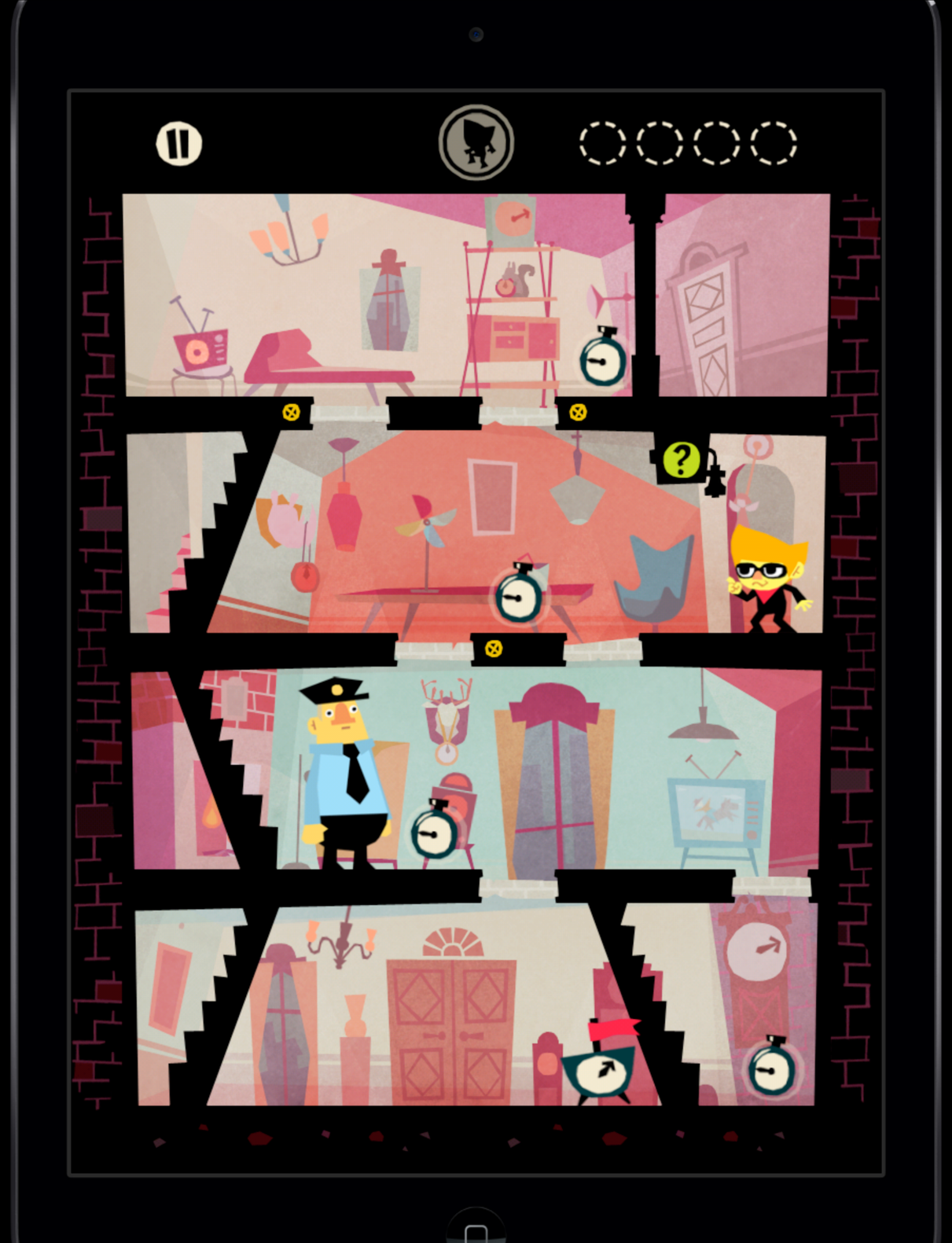
Mega bundle

Robots

Horror

Fairytale

Safari



CONTINUE!

RESTART!

QUIT!

Chapter 1

Mansion 3

Guard Groove

PLAY!

GAME PAUSED
SURVIVING TIP
TIME GOES FASTER
TIME GOES SLOWER
MENU
LEVEL
CHECKPOINT
RESUME

DAY I - NOON

97
CLONES SAVED

SUPERCLONE
CLONES 5

ROLLERBALL
CLONES 5

REVOLVER
CLONES 8

STICKY BOUNCE
CLONES 7

GEARS
CLONES 16

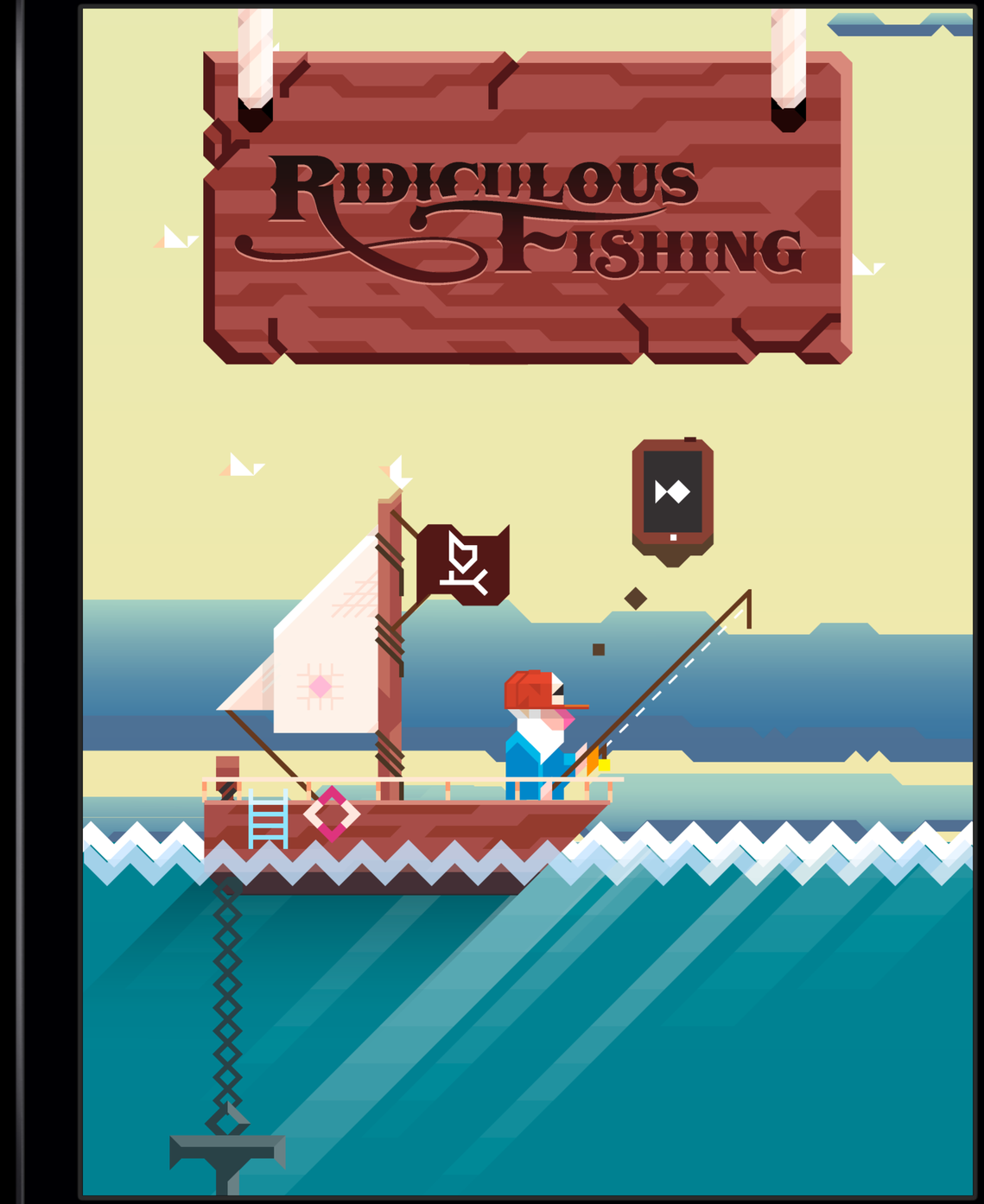
CLONESPIKES
CLONES 8

Le PUZZ
CLONES 18

JUMPY
CLONES 10

HIGH SPEED
CLONES 1

SPINNER
CLONES 19


RIDICULOUS
FISHING

PIGEON 11:51 PM

RANKINGS

MENU

14

THE STORE

FISH~O~PEDIA

154

BYRDR

THE MAP

GO FISHIN'!

$ 3,450

SHOPPE SHIP

REELS | GUNS | LURES | TECH | MISC.

NEW

SHACK SHOPPE

See anything you like?

BACK

TINY WINGS
v2.0.1

Feed Over

1. 53.1s
2. 73.7s
3. 86.6s NEW RECORD!
4. 89.8s

Feed Over

1. 53.1s
2. 73.7s
3. 86.6s NEW RECORD!
4. 89.8s

Menu

Replay

Next Level

Look different

Behave the same

Button

Button

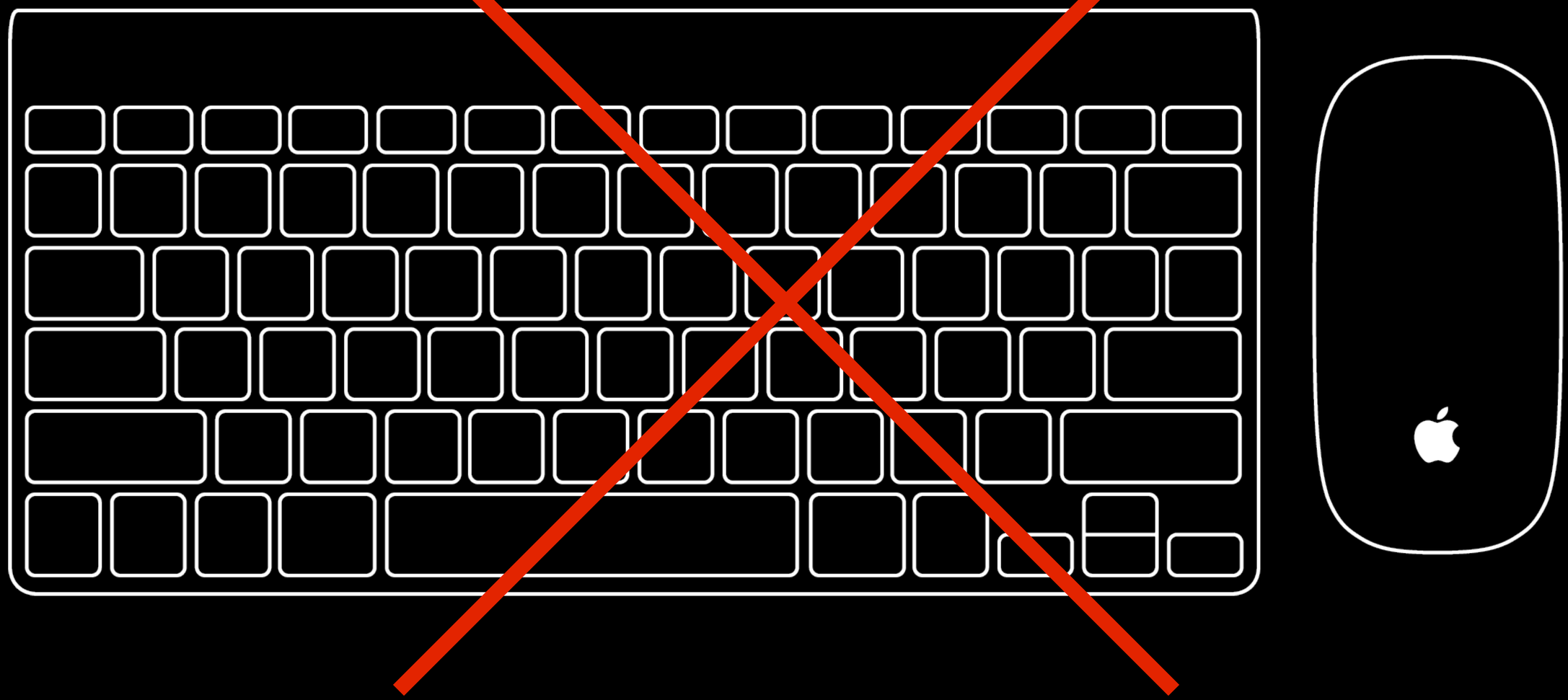
Games are apps too

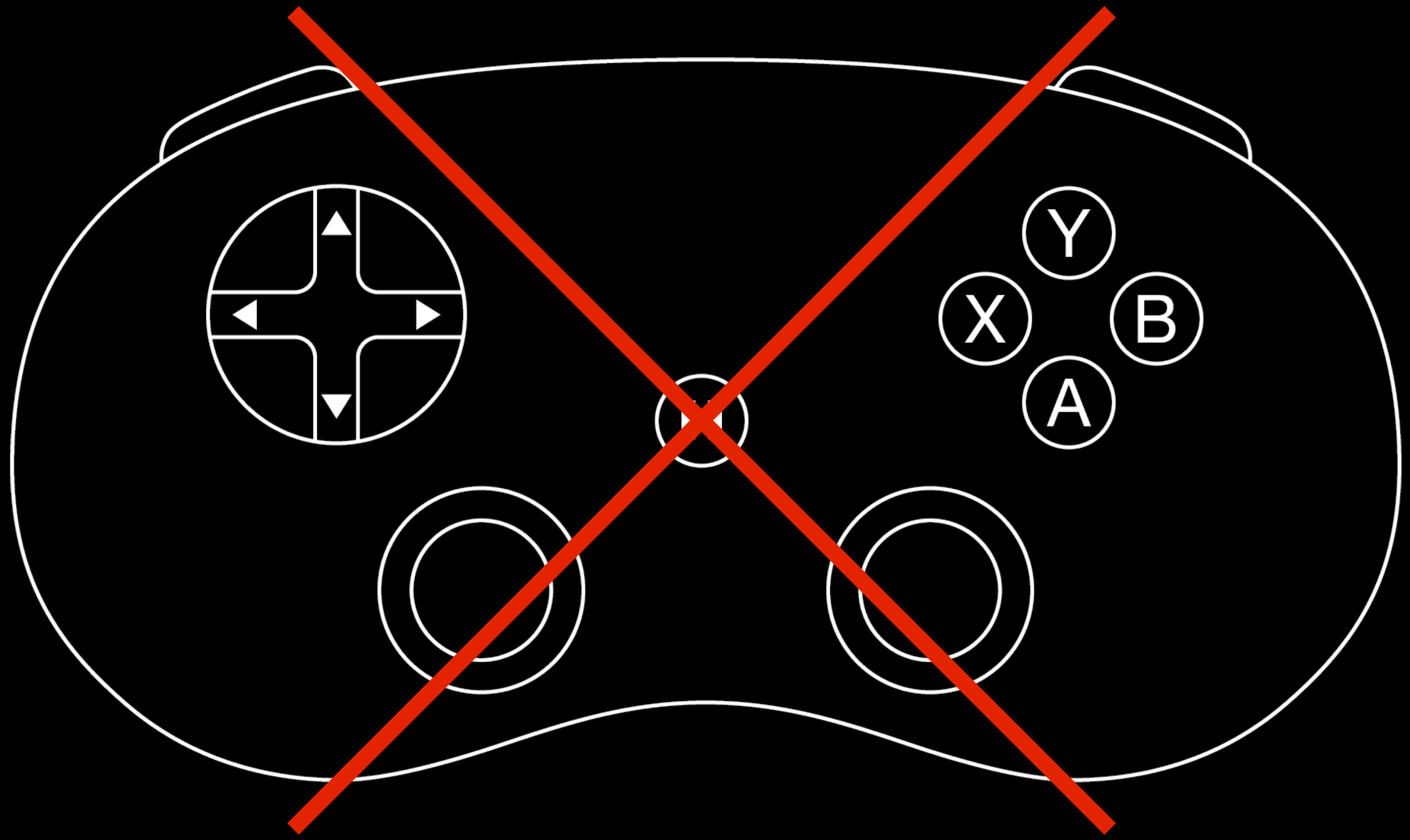
Games should be intuitive

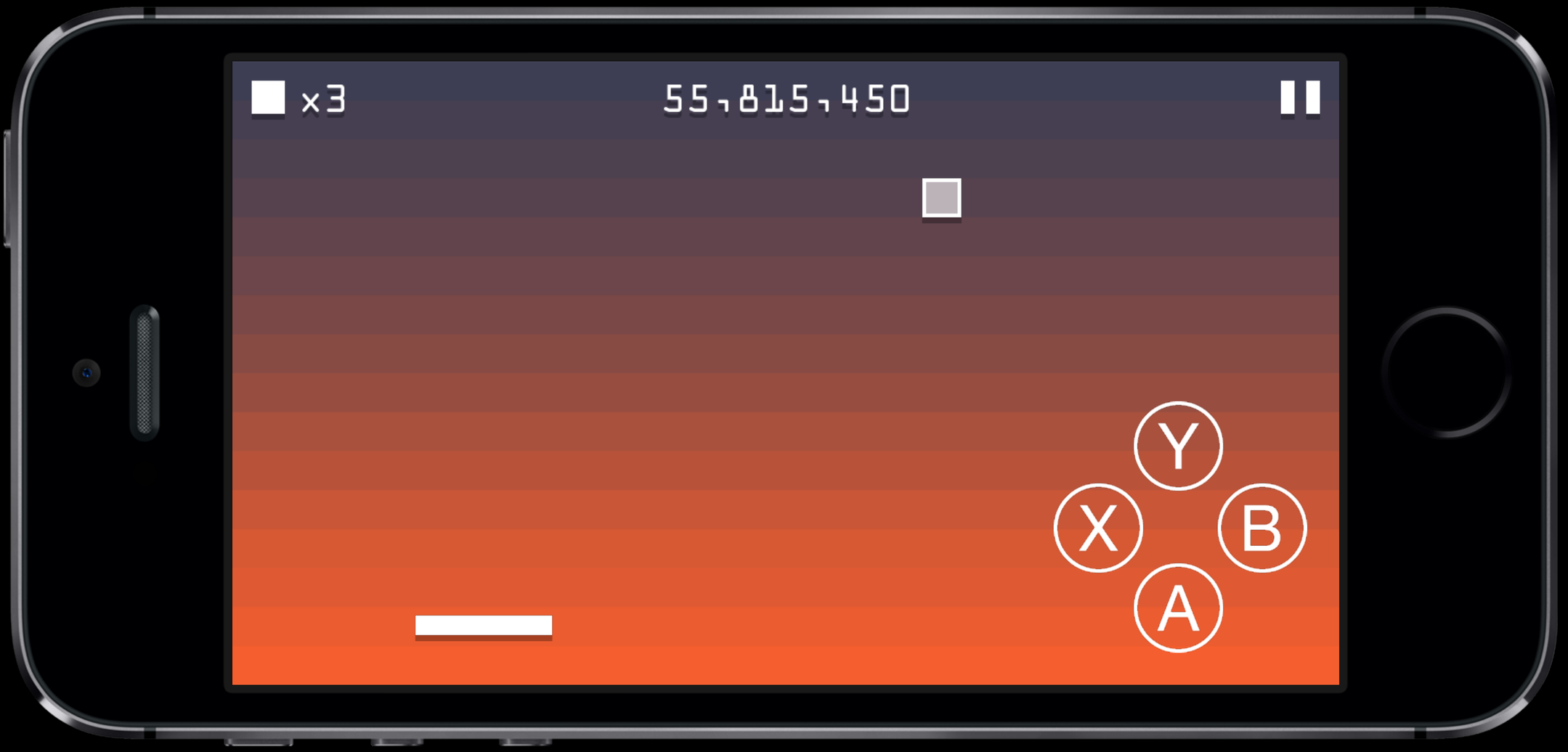
Maximize enjoyment

Design for touch

iOS is not a...

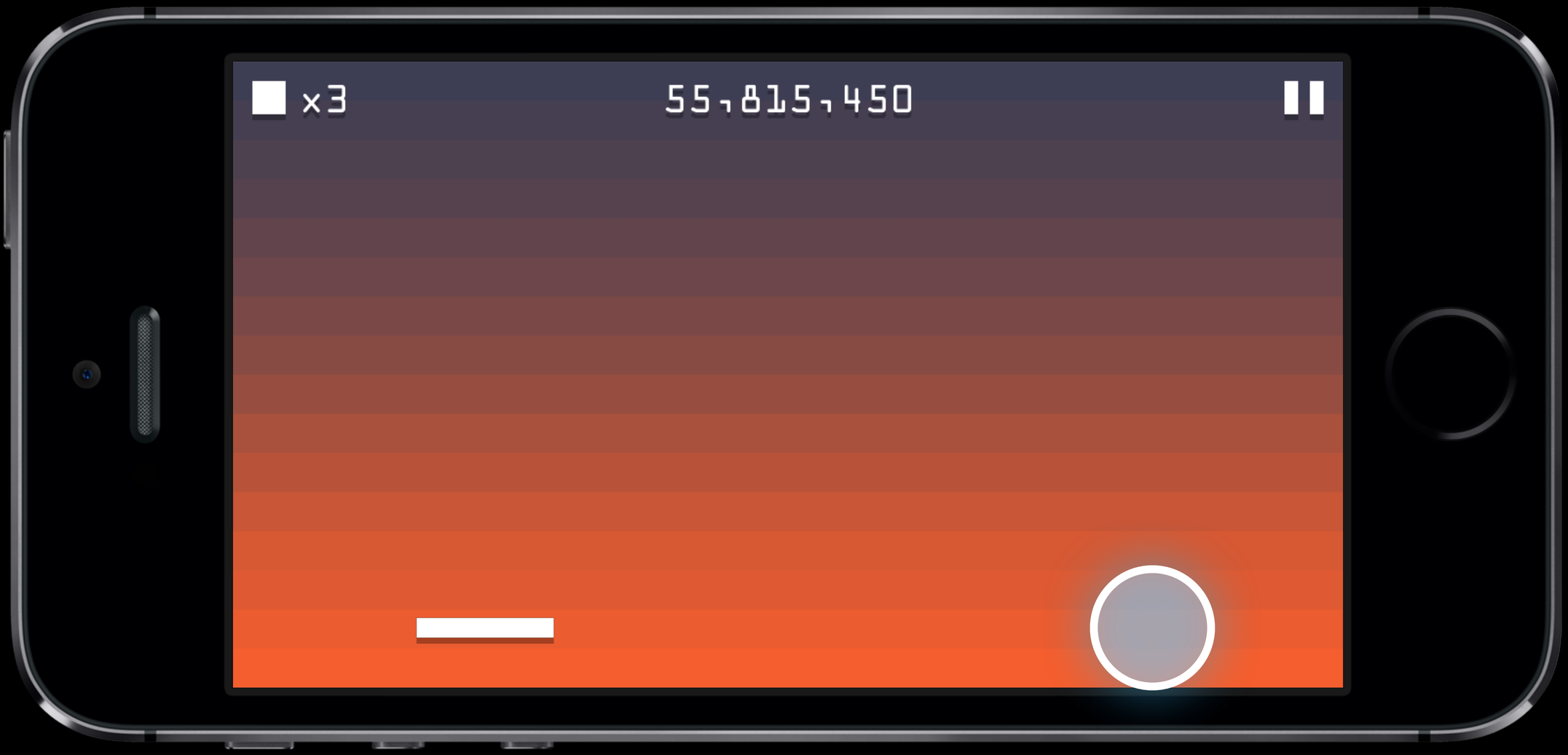



Y
X
B
A


x3
55,815,450
Y
X
B
A

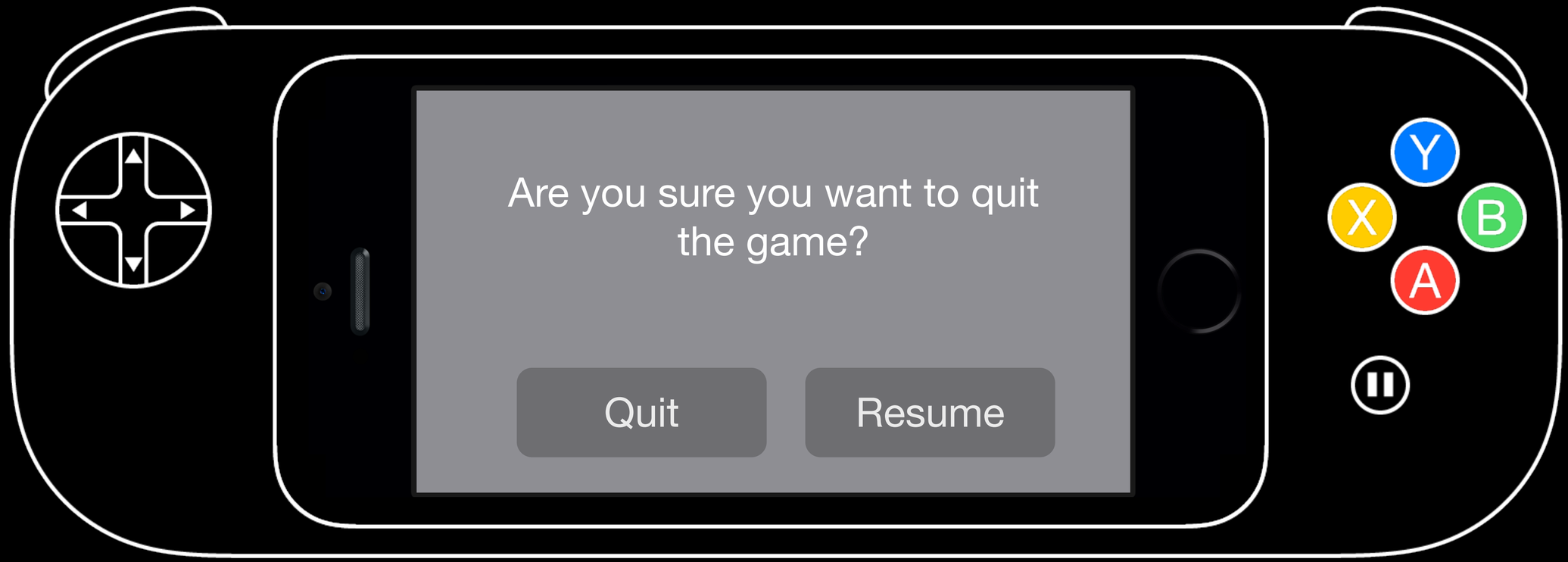
x3
55,815,450

x3
55,815,450


x3
55,815,450

x3
55,815,450

Game Controllers


Are you sure you want to quit the game?
Quit
Resume
Y
X
B
A

Quit?

Are you sure you want to quit the game?

Quit

Resume

Y

X

B

A

Resume?

Quit?

Are you sure you want to quit the game?

Quit

Resume

Y

X

B

A

Resume?

Quit?

Resume?

Are you sure you want to quit the game?

Quit

Resume

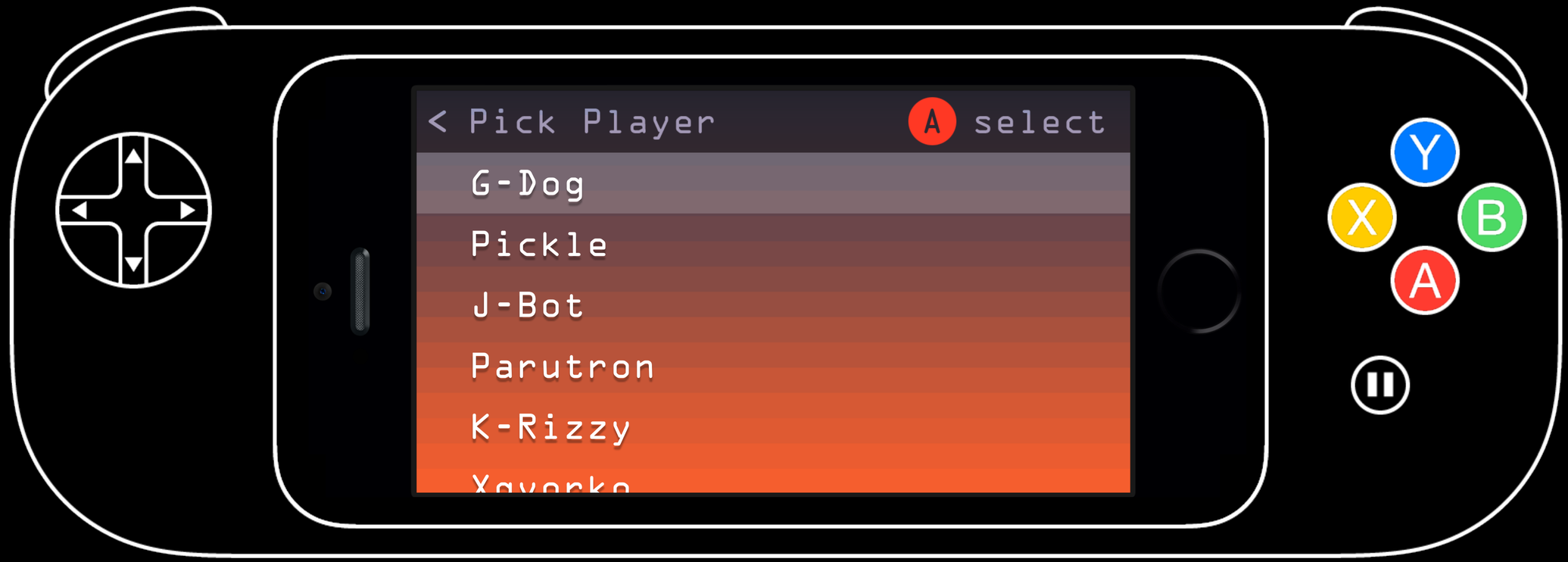
Y

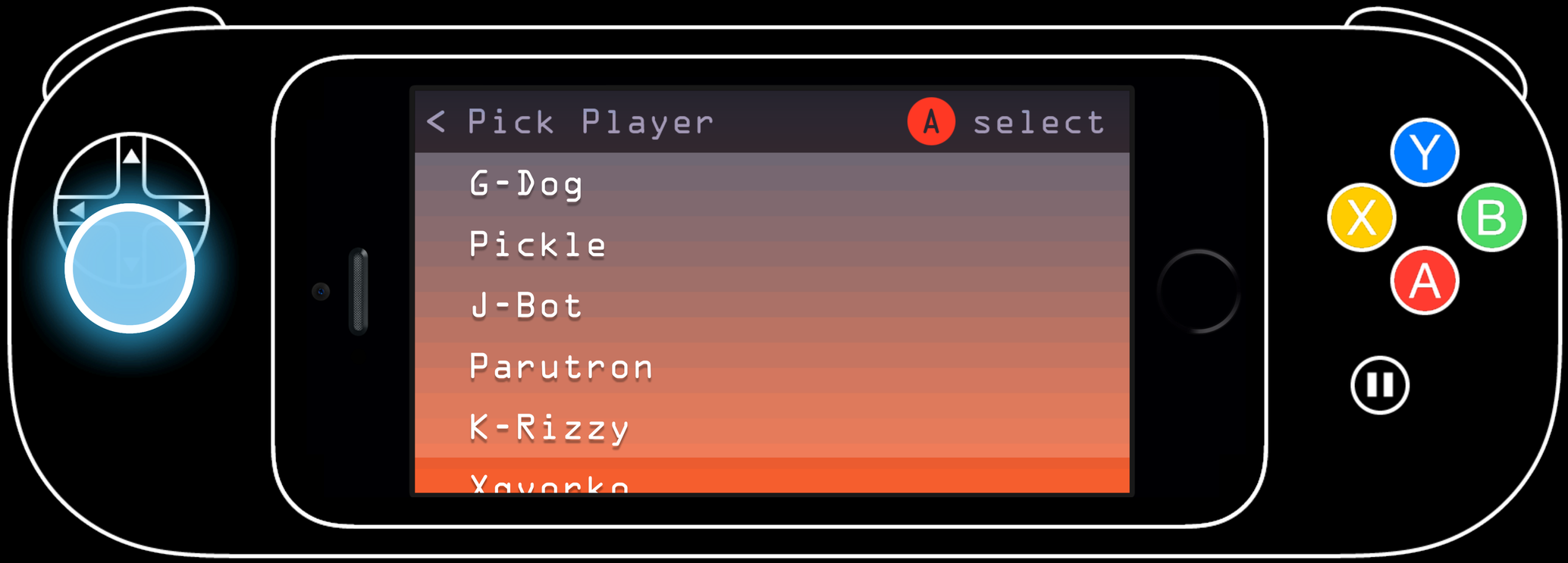
X

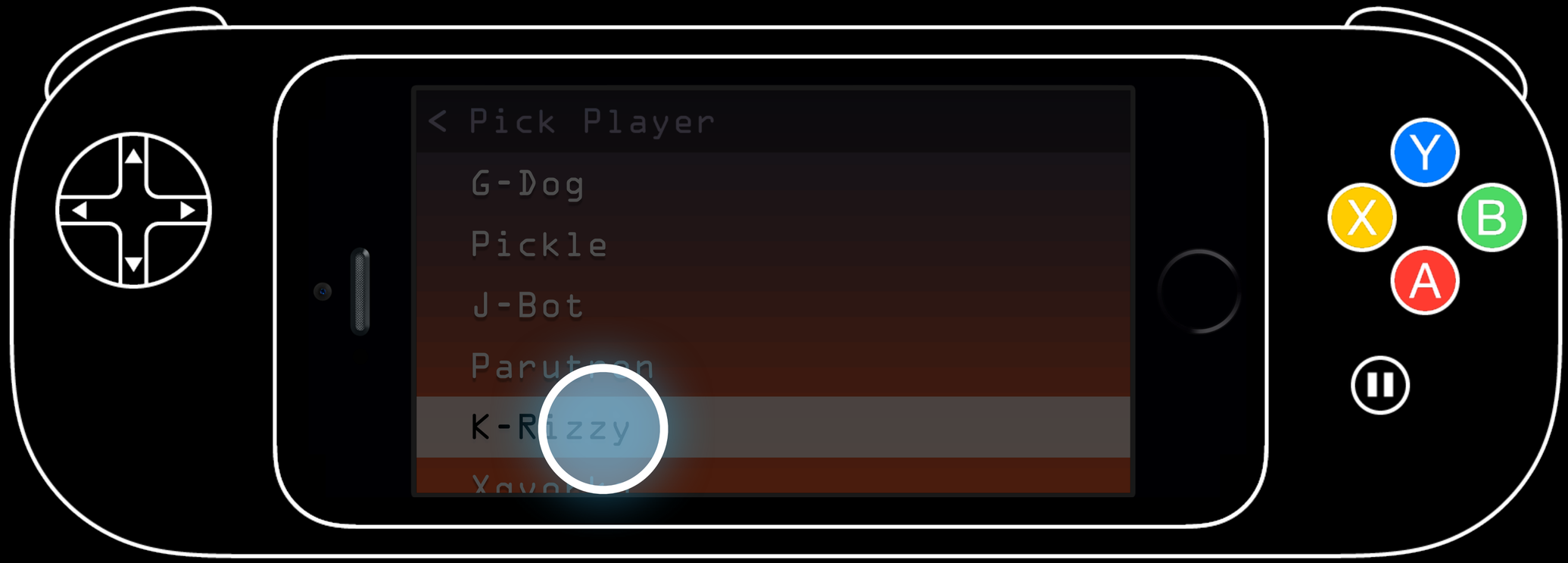
B

A

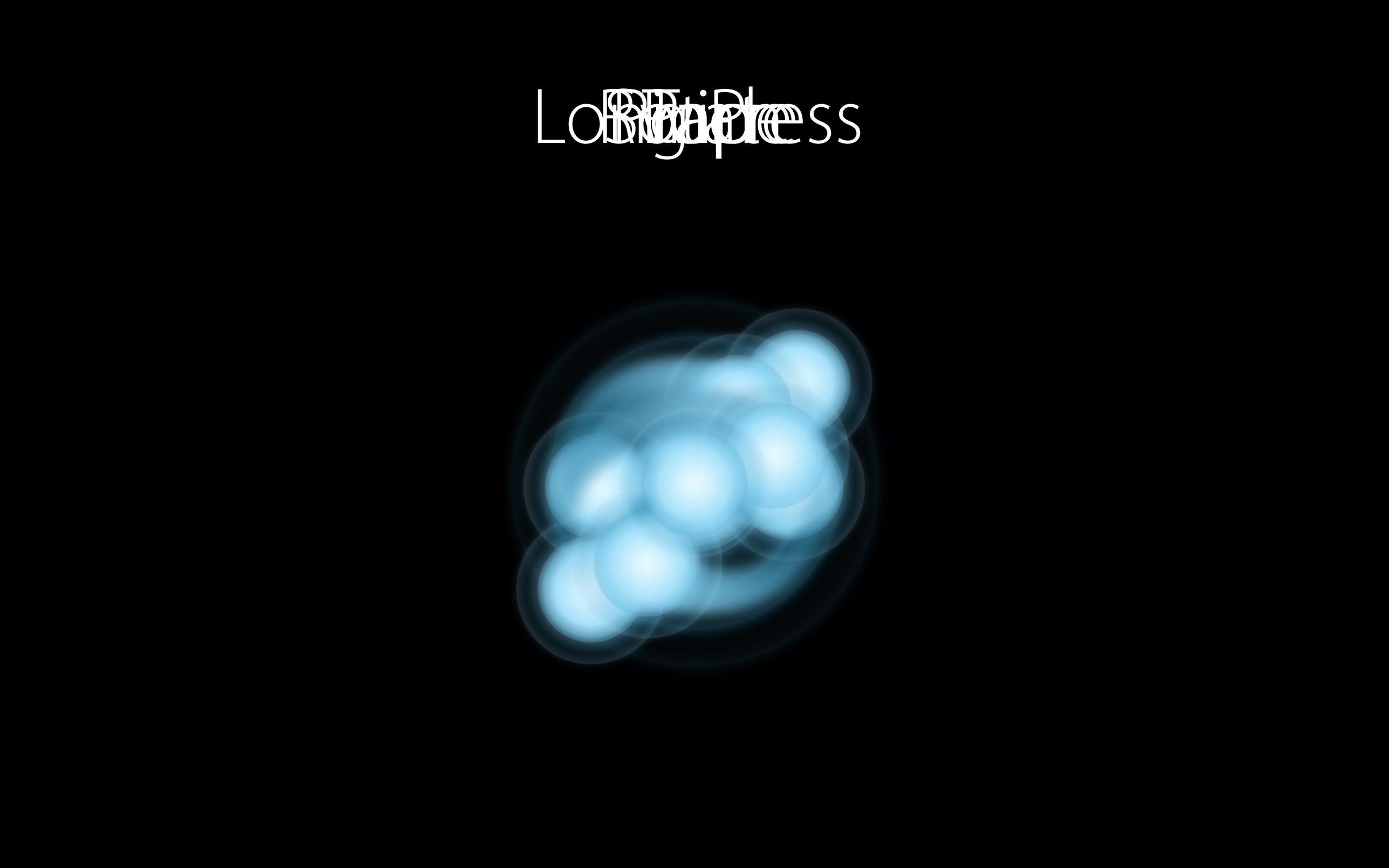
Are you sure you want to quit the game?
Quit
Resume
Y
X
B
A


< Pick Player
A select
G-Dog
Pickle
J-Bot
Parutron
K-Rizzy
Xgworko
Y
X
B
A

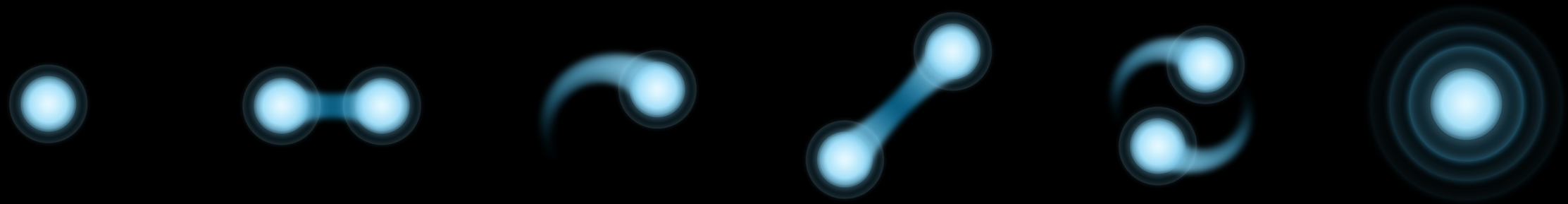

< Pick Player
A select
G-Dog
Pickle
J-Bot
Parutron
K-Rizzy
Y
X
B
A


< Pick Player
G-Dog
Pickle
J-Bot
Parutman
K-Rizzy
Y
X
B
A

Gestures



Tap Pan Swipe Pinch Rotate Long Press



Gestures

Match iOS behavior and performance

x3

55,815,450

x3

55,815,450

Gestures

Match iOS behavior and performance

Avoid remapping

TTaapp ttoo ZZoooomm 0Iurt
Basic Paddle

Gestures

Match iOS behavior and performance

Avoid remapping

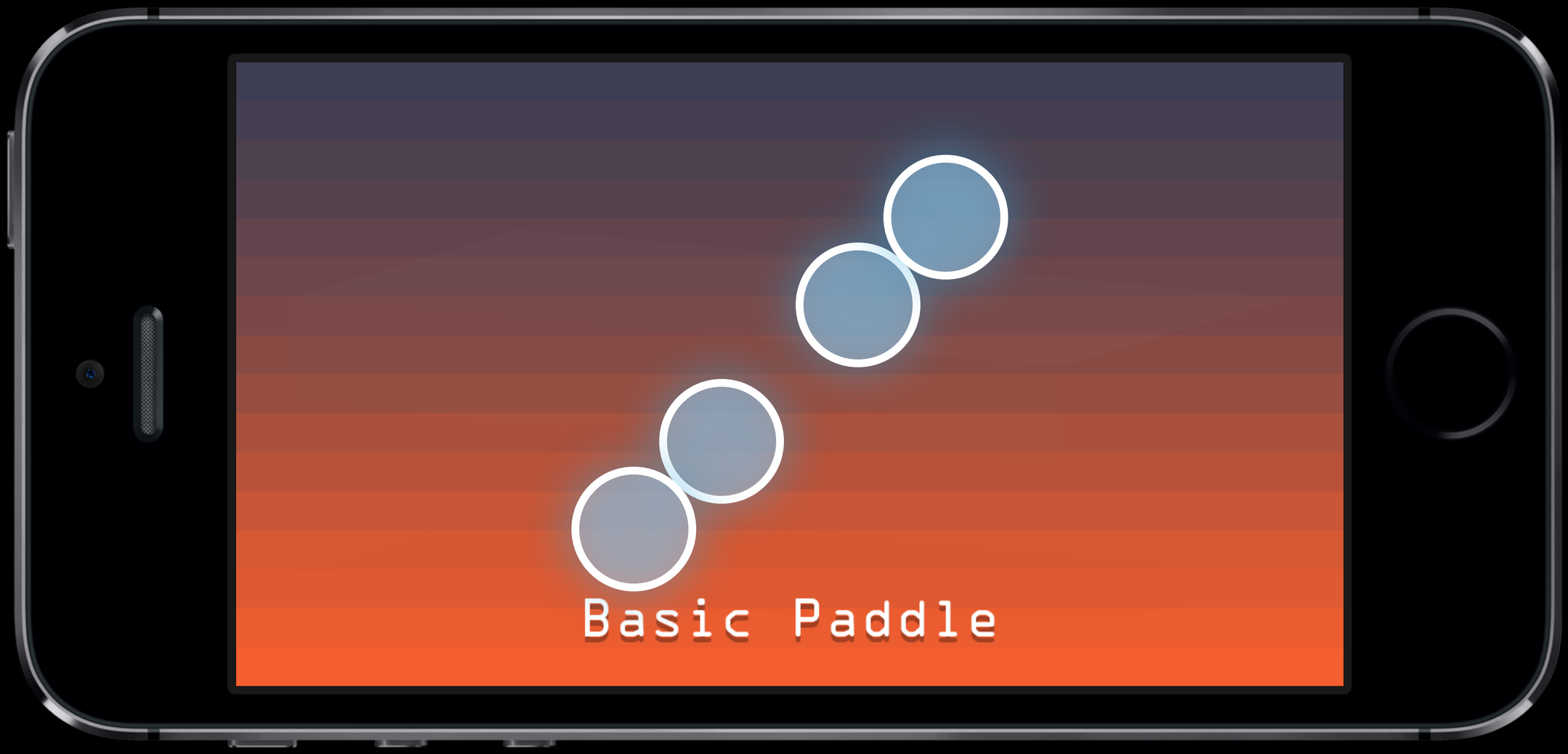
Prefer gestures to buttons

< Sound Effect Theme

Bloopity Bloop
Chill Out
Clicks and Clacks
Crazy Carnival
Electro
Fever Dream
Four on the floor

< Sound Effect Theme
Bloopity Bloop
Chill Out
Clicks and Clacks
Crazy Carnival
Electro
Fever Dream
Four on the floor

Basic Paddle


Basic Paddle

Be consistent with iOS controls

Be consistent with iOS controls

Buttons

Alerts

Scroll Views

Popovers

Page Controls

Progress Indicators

?

Welcome Back...

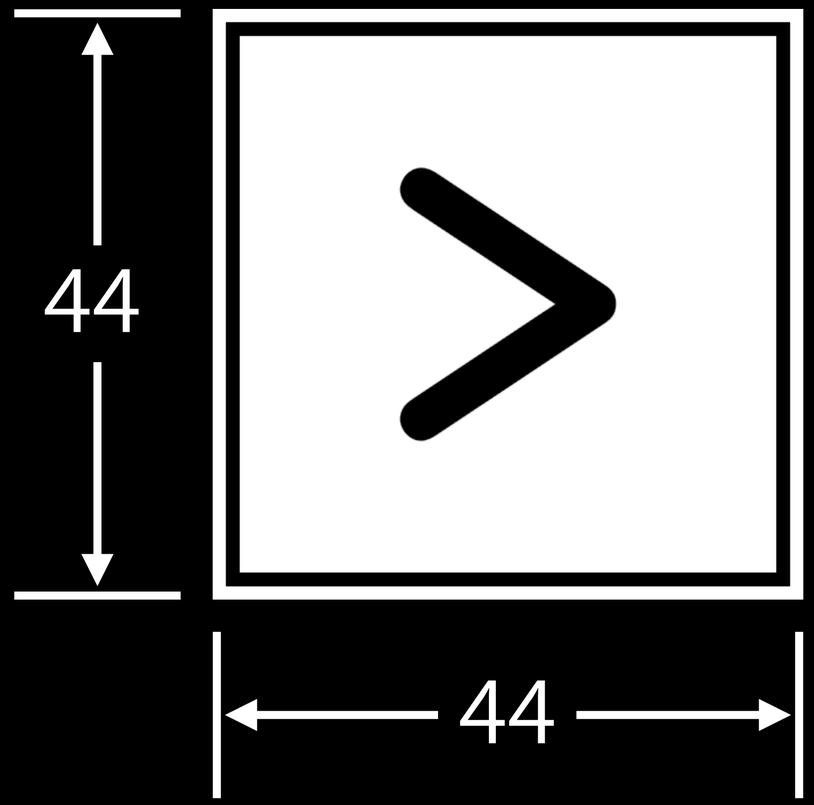
K-Rizzy

Menu

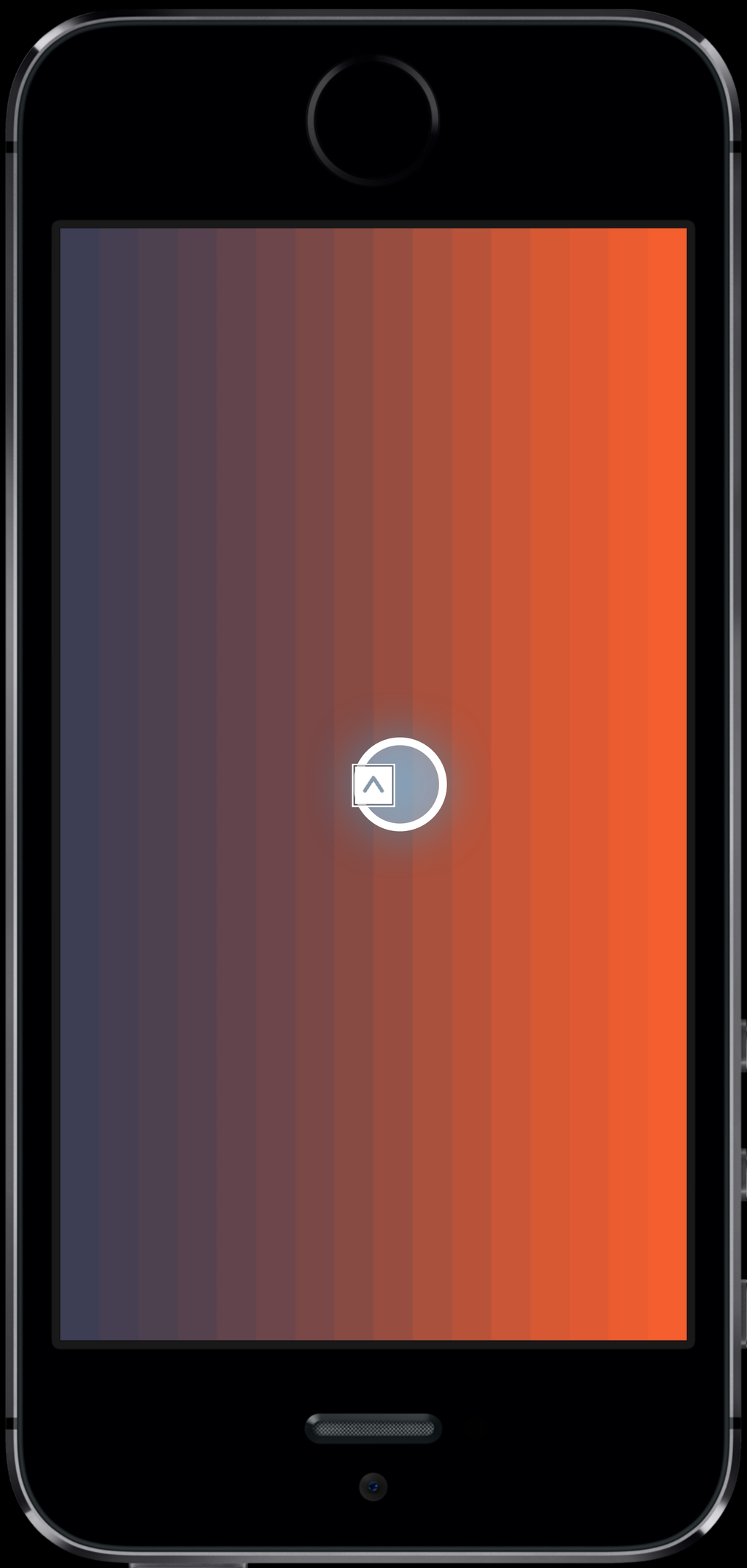
Play

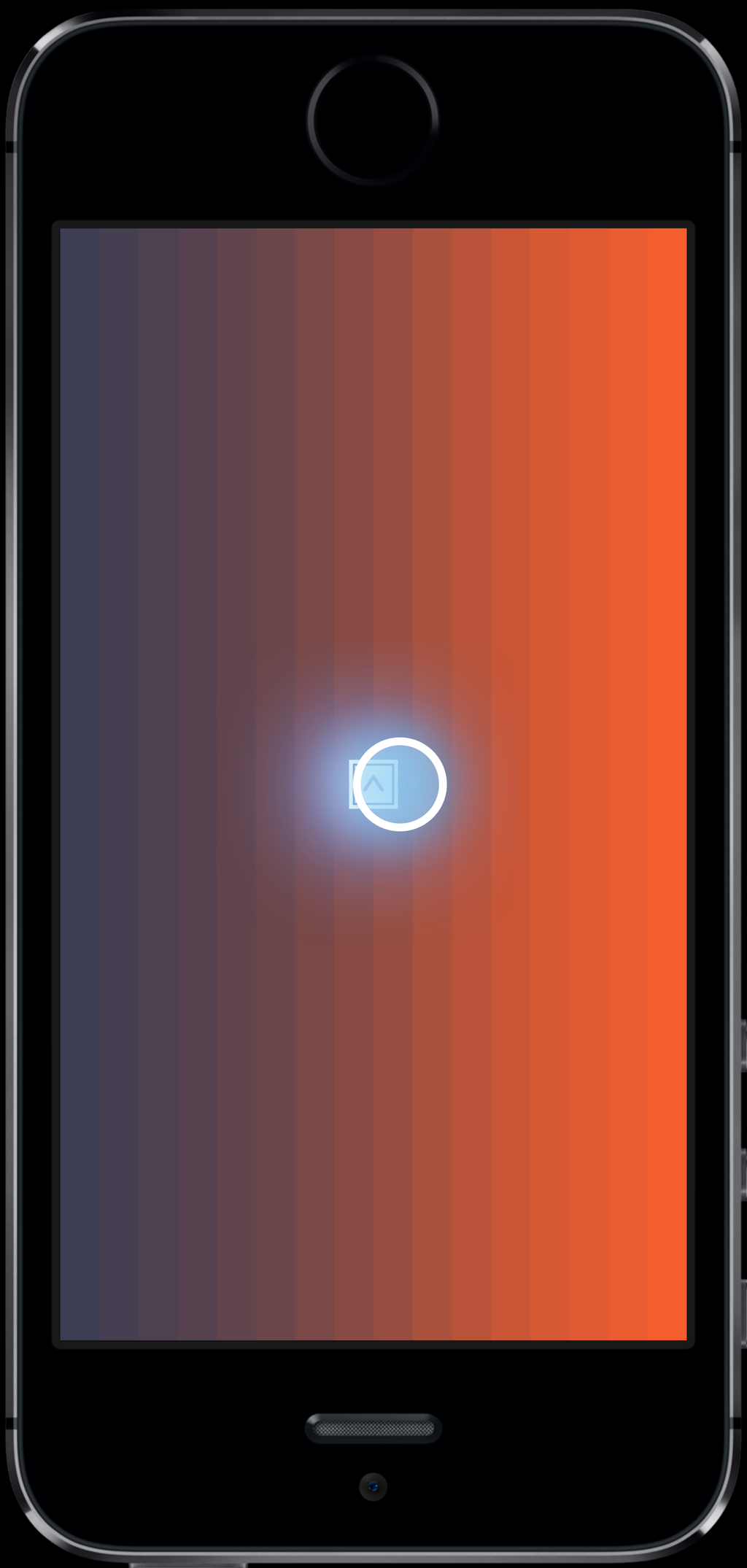
Welcome Back...
K-Rizzy
Menu
Play

Minimum Button Size



(Points)





Be consistent with iOS controls

Buttons

Alerts

Scroll Views

Popovers

Page Controls

Progress Indicators

x5
0
Buy Mega Paddle upgrade now?
No
Yes

x5
0
Buy Mega Paddle upgrade now?
Cancel
Buy

Affirmative

x3

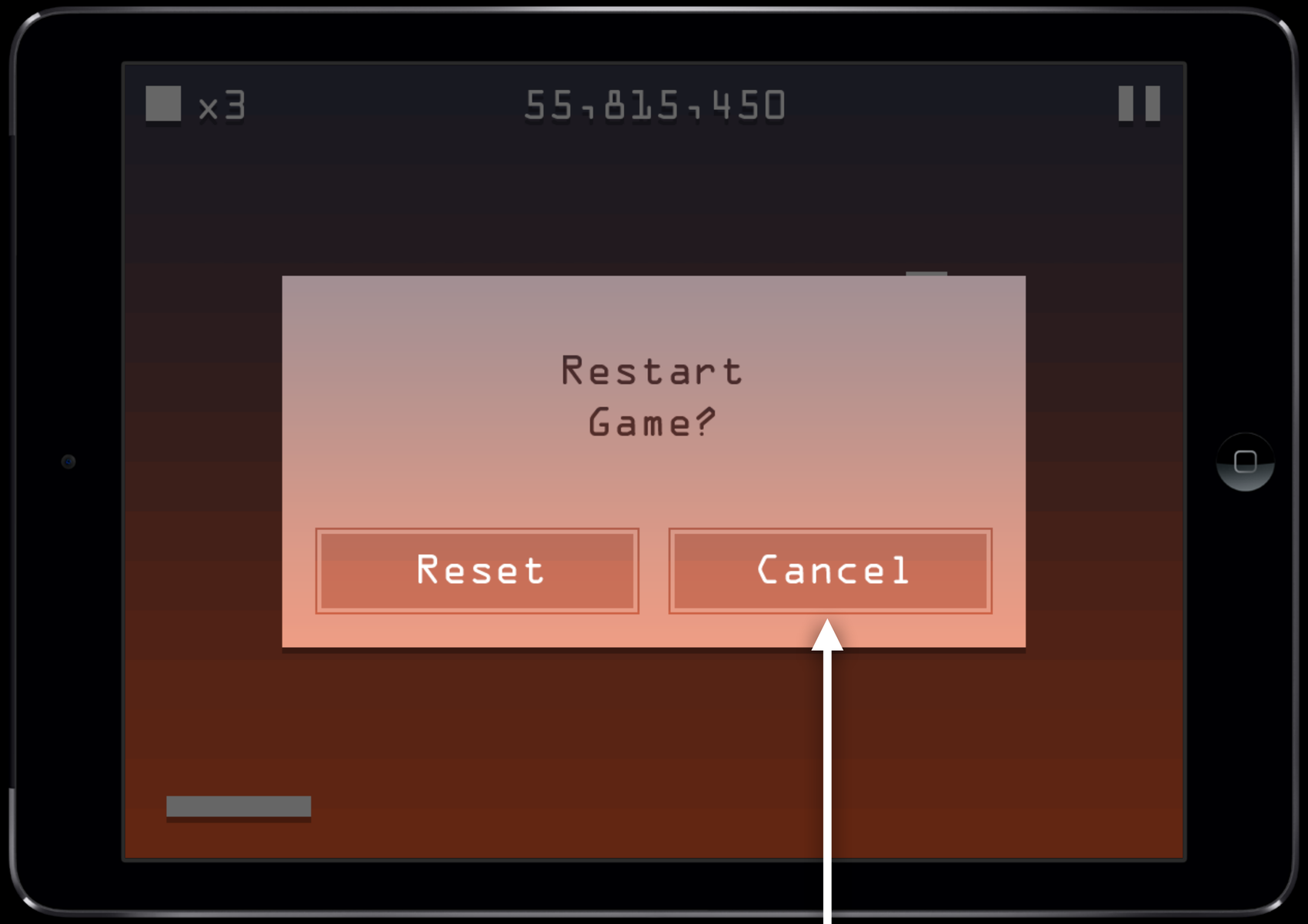
55,815,450

Restart
Game?

Cancel

Restart

Destructive



Destructive

x3

55,815,450

Restart
Game?

Reset

Cancel

x3
55,815,450
Restart
Game?
Reset
Cancel

x0

67,127,600

Game Over

Menu

Play Again

x0

67,127,600

We regret to inform you
but all of your lives
have been expended and
therefore gameplay has
now ended.

Menu

Play Again

x0

67,127,600

Game Over

Menu

Play Again

x0

67,127,600

Game Over

Settings

Top Scores

x0

67,127,600

Game Over

Menu

Play Again

x0

67,127,600

Game Over

Sector Nexus

Re-Initiate

x3

55,815,450

Sure you
want to
quit?

Cancel

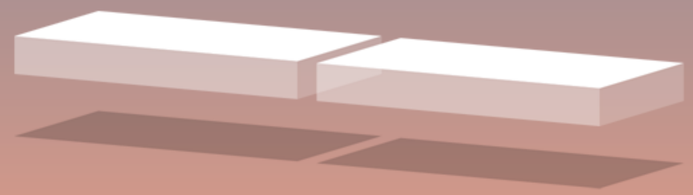
Quit

x3
55,815,450
Sure you want to quit?
Cancel
Restart
Quit

x3

55,815,450

Double Paddle Unlocked!

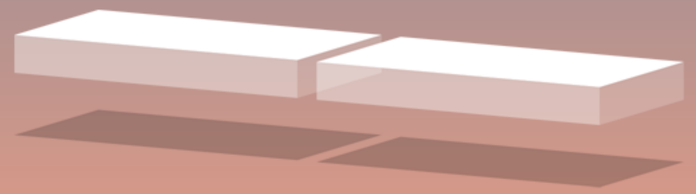


Use New Paddle

x3

55,815,450

Double Paddle Unlocked!
Switch to Double Paddle
Now?



Don't Switch

Switch

x3

55,815,450

You Win!!!

OK

x3

55,815,450

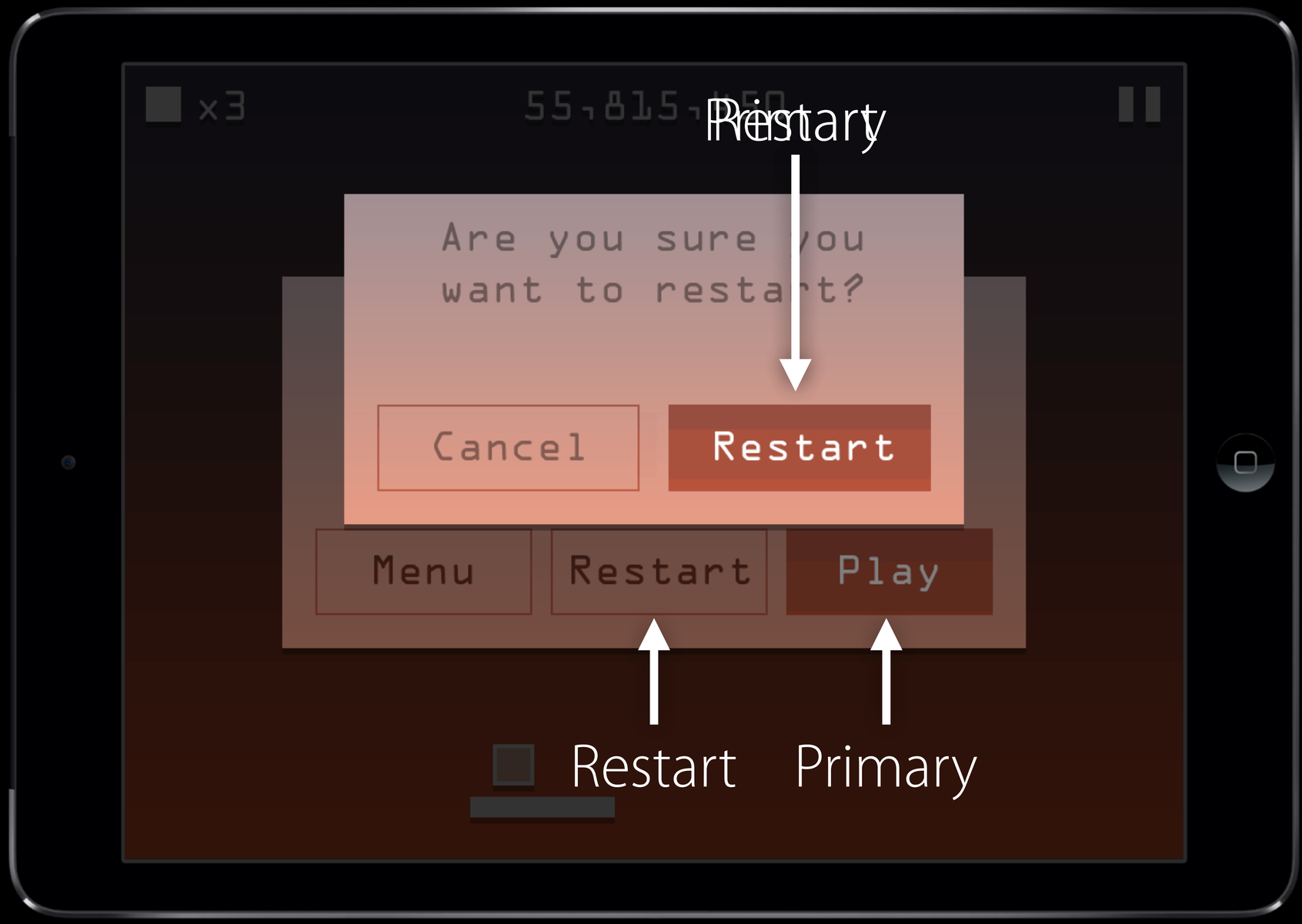
Level 3

Game Paused

Menu

Restart

Play


x3
Are you sure you want to restart?
Cancel
Restart
Menu
Restart
Play
Restart
Restart
Primary

Incorrect

x3

55,815,450

X

Level 3

Game Paused

Menu

Restart

Play

Be consistent with iOS controls

Buttons

Alerts

Scroll Views

Popovers

Page Controls

Progress Indicators

< Sound Effect Theme

Bloopity Bloop
Chill Out
Clicks and Clacks
Crazy Carnival
Electro
Fever Dream
Four on the floor

< Sound Effect Theme

Bloopity Bloop
Chill Out
Clicks and Clacks
Crazy Carnival
Electro
Fever Dream
Four on the floor

< Sound Effect Theme

Bloopity Bloop
Chill Out
Clicks and Clacks
Crazy Carnival
Electro
Fever Dream
Four on the floor

< Sound Effect Theme

Bloopity Bloop
Chill Out
Clicks and Clacks
Crazy Carnival
Electro
Fever Dream
Four on the floor

< Sound Effect Theme
Bloopity Bloop
Chill Out
Clicks and Clacks
Crazy Carnival
Electro
Fever Dream
Four on the floor
Cut Off

< Sound Effect Theme
Bloopity Bloop
Chill Out
Clicks and Clacks
Crazy Carnival
Electro
Fever Dream
Four on the floor

Fade Out

Be consistent with iOS controls

Buttons

Alerts

Scroll Views

Popovers

Page Controls

Progress Indicators

About
Help
This game is not a real game.
©Mike Stern 2013
Apple, Inc.
ddle
ania
3000
Play
Top Scores
Themes
Store

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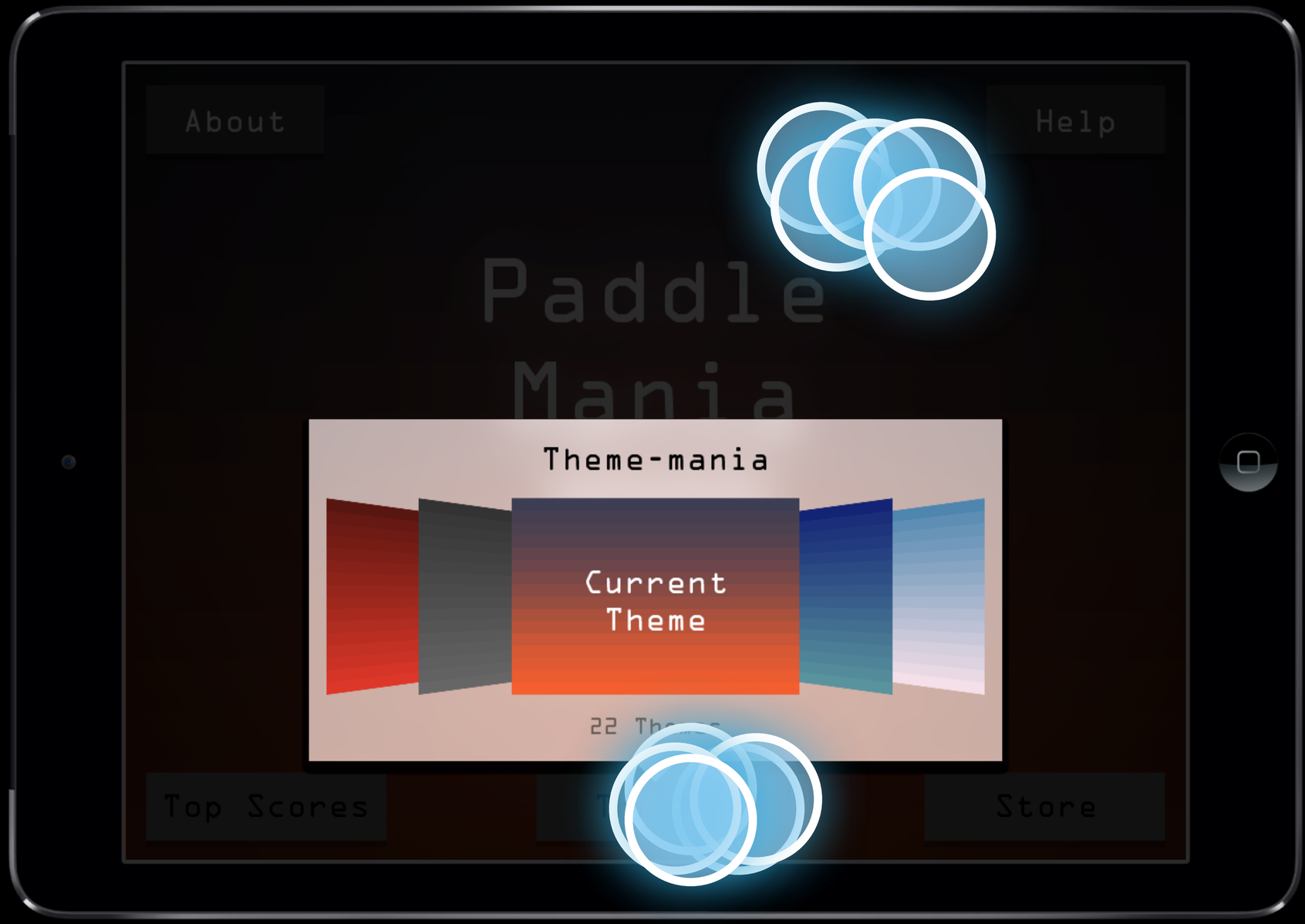
Store

About
Help
Paddle
Mania
Theme-mania
Current
Theme
22 Themes
Top Scores
Themes
Store


About
Help
Paddle
Mania
Theme-mania
Current
Theme
Top Scores
Store

Incorrect

About
Help
Paddle
Mania
X
Theme-mania
Current
Theme
22 Themes
Top Scores
Themes
Store

Be consistent with iOS controls

Buttons

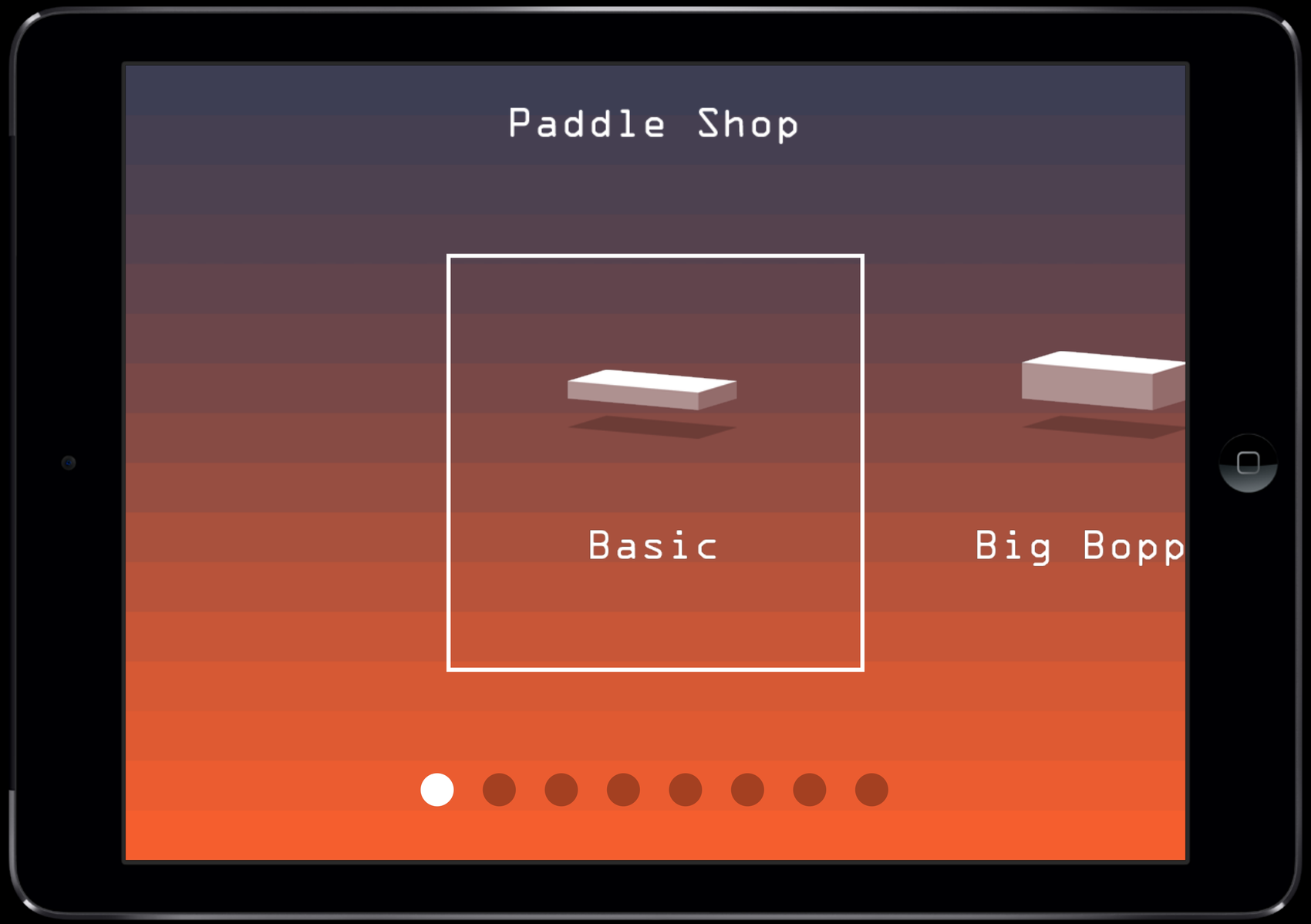
Alerts

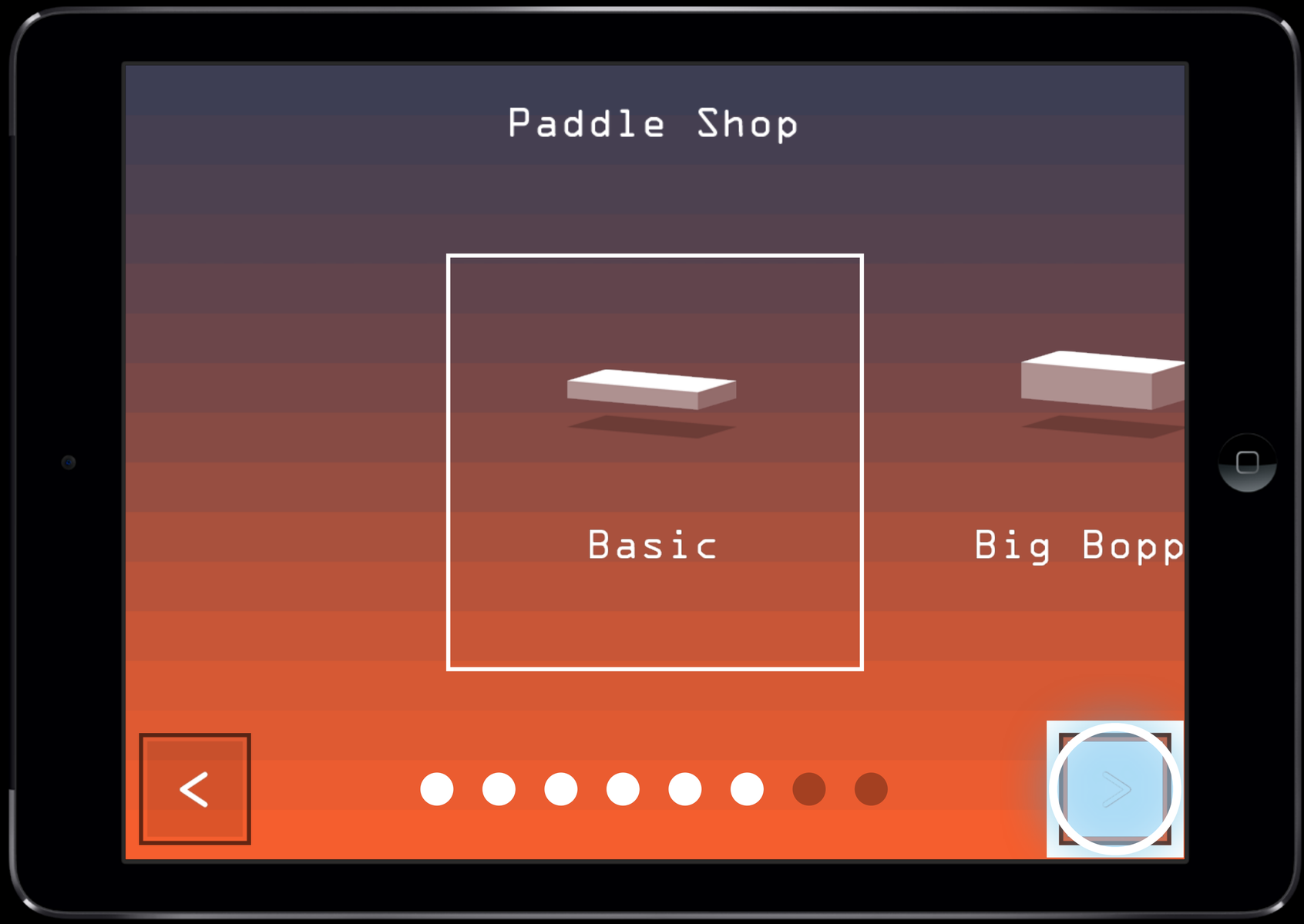
Scroll Views

Popovers

Page Controls

Progress Indicators


Paddle Shop
Basic
Big Bopp


Paddle Shop
Basic
Big Bopp

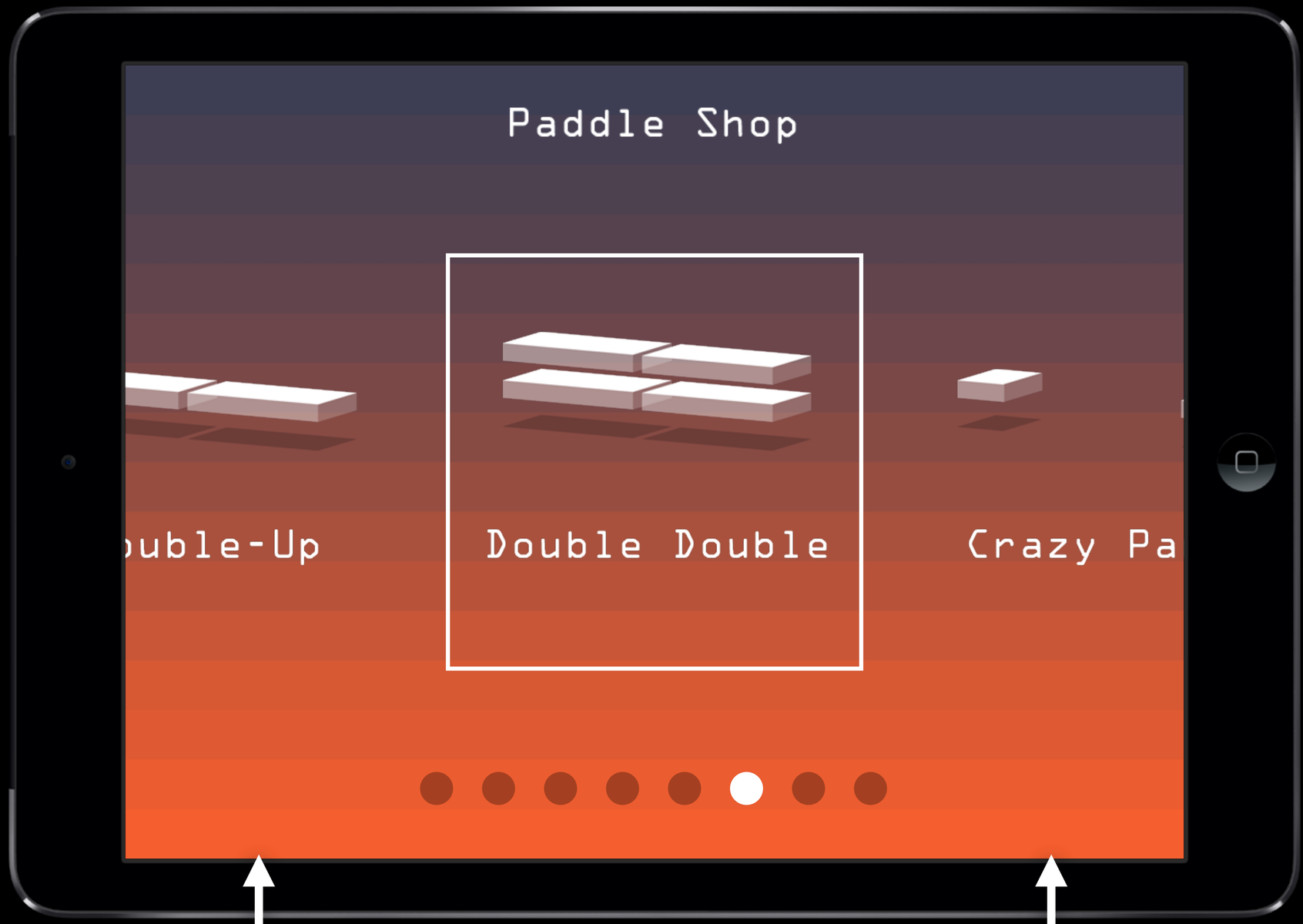
Paddle Shop

ouble-Up

Double Double

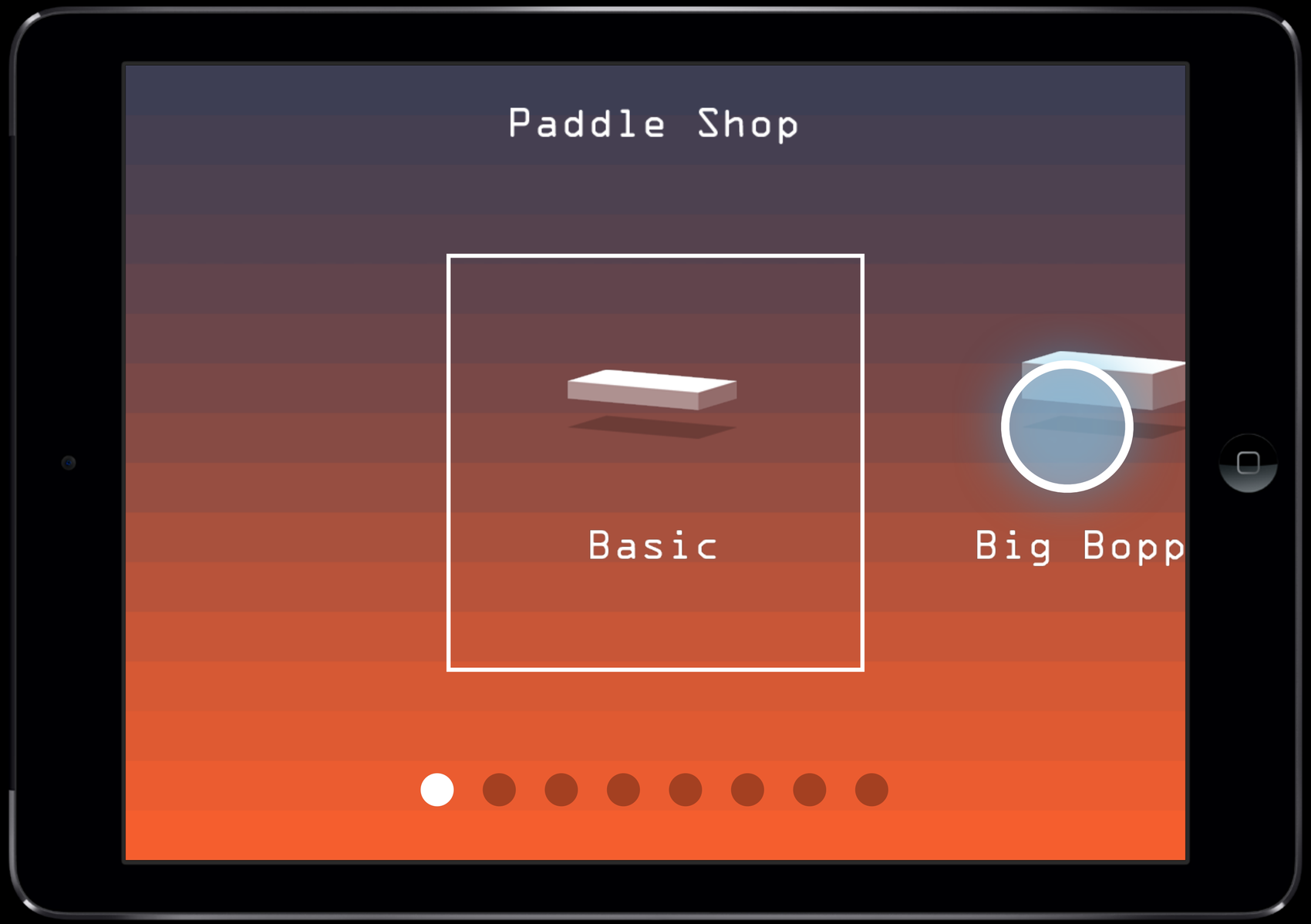
Crazy Pa

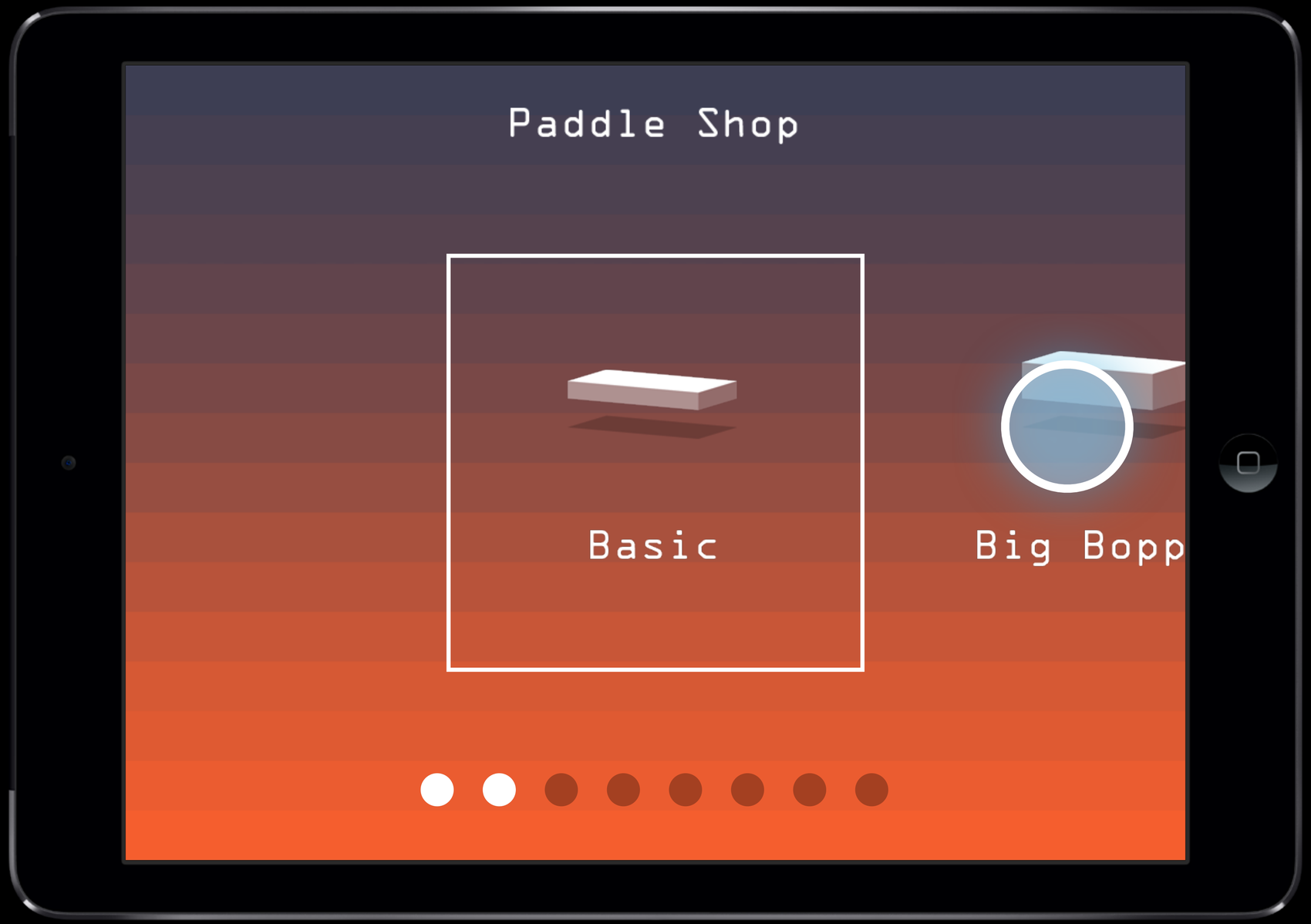
<

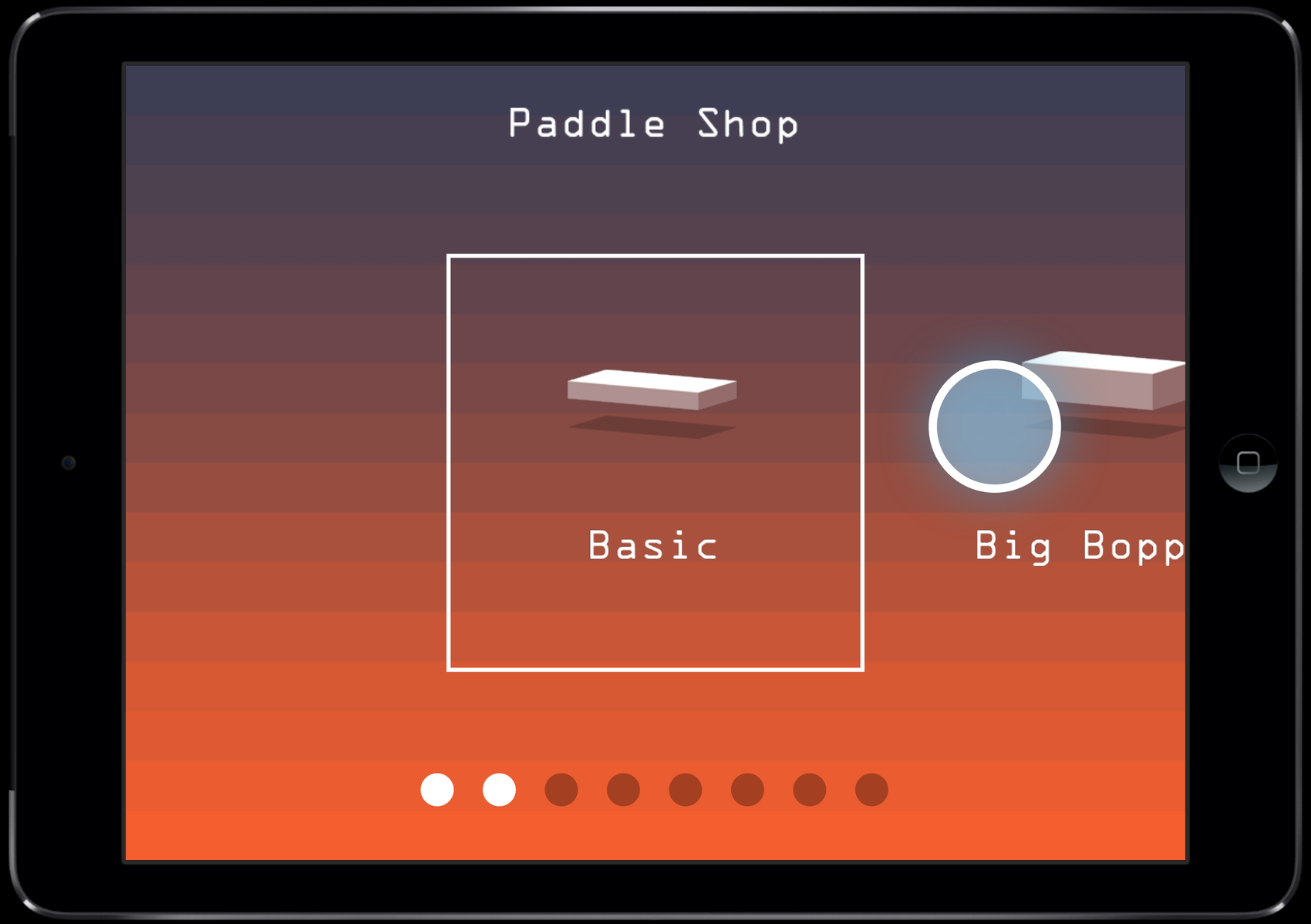


Previous

Next


Paddle Shop
Basic
Big Bopp


Paddle Shop
Basic
Big Bopp


Paddle Shop
Basic
Big Bopp

Be consistent with iOS controls

Buttons

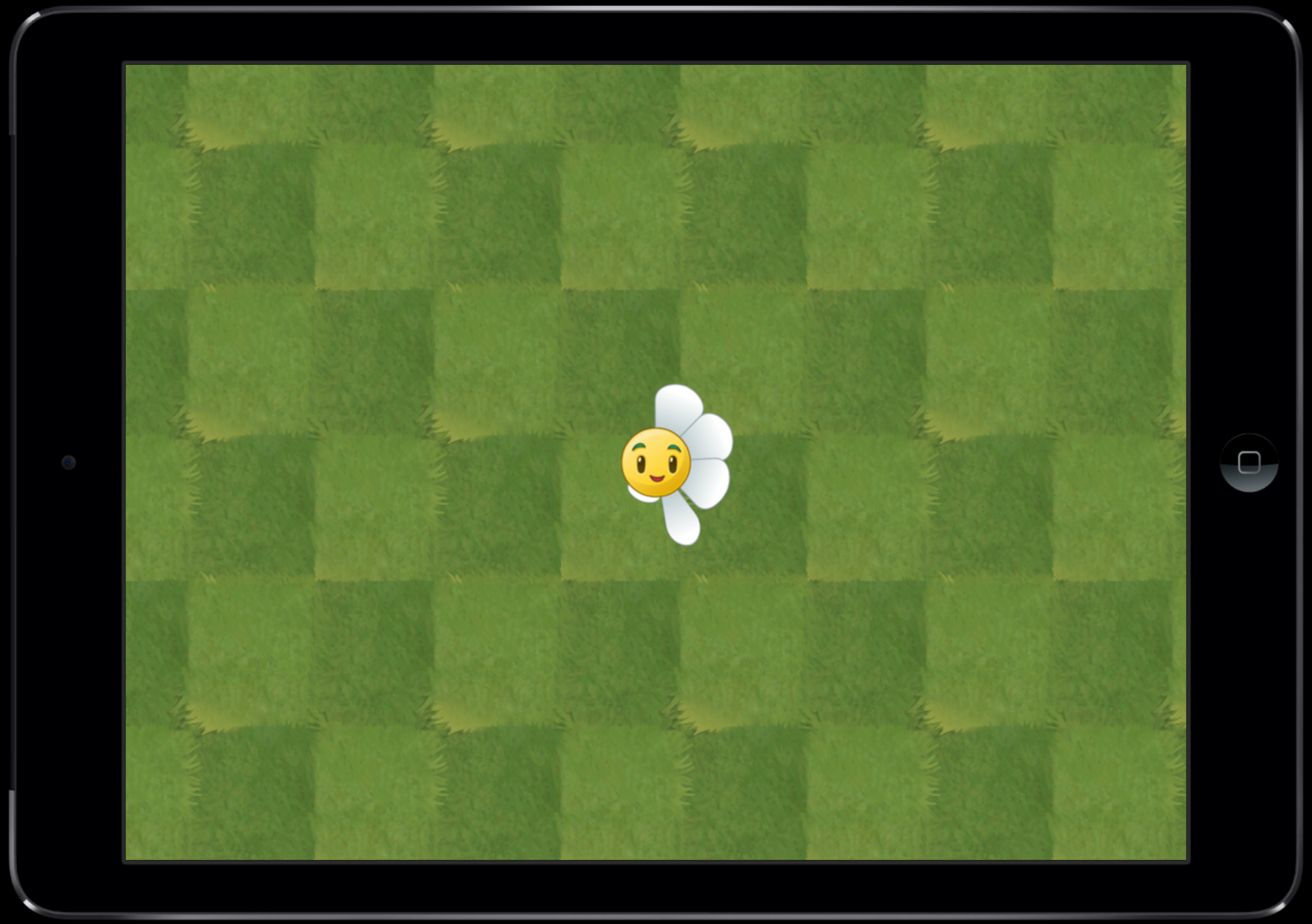
Alerts

Scroll Views

Popovers

Page Controls

Progress Indicators

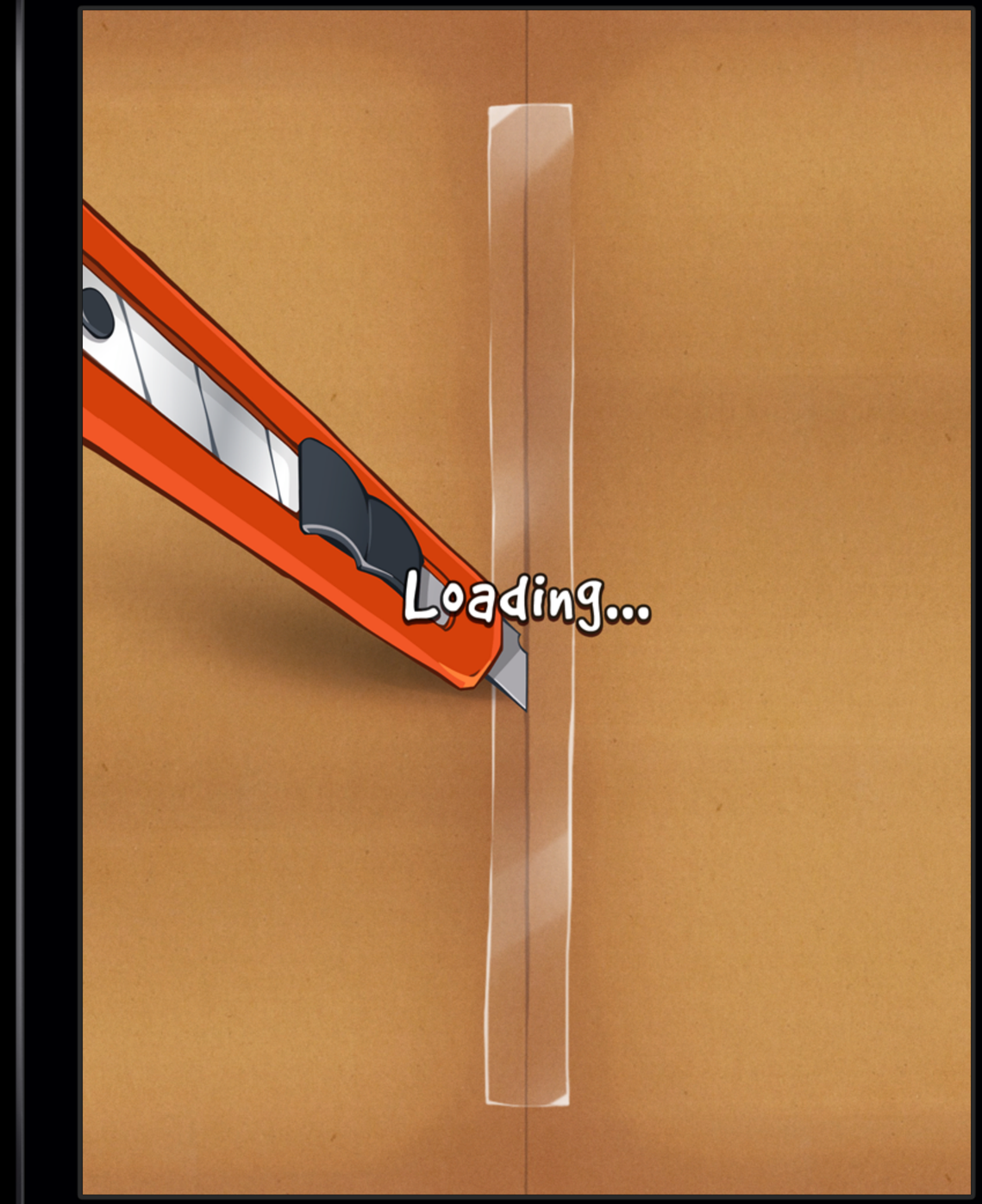


LOADING

SURVIVING TIP

FINISHED A LEVEL?
PLAY IT AGAIN TO
COMPLETE MISSIONS!

Polishing up zombies, verifying content: 35.16%


Loading...

Loading...

Getting New Levels
22% (3 minutes remaining)
Cancel

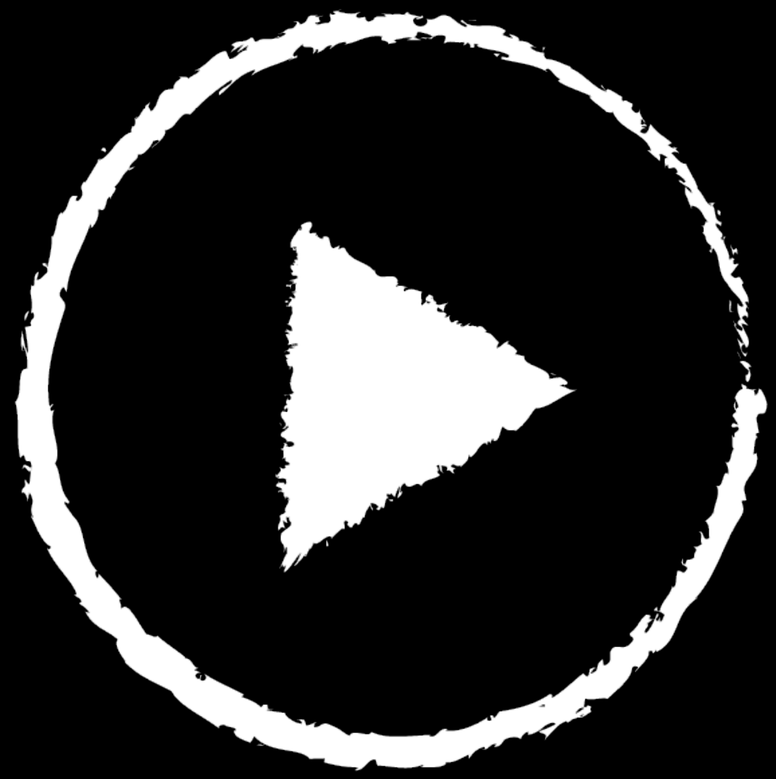
Be self-consistent

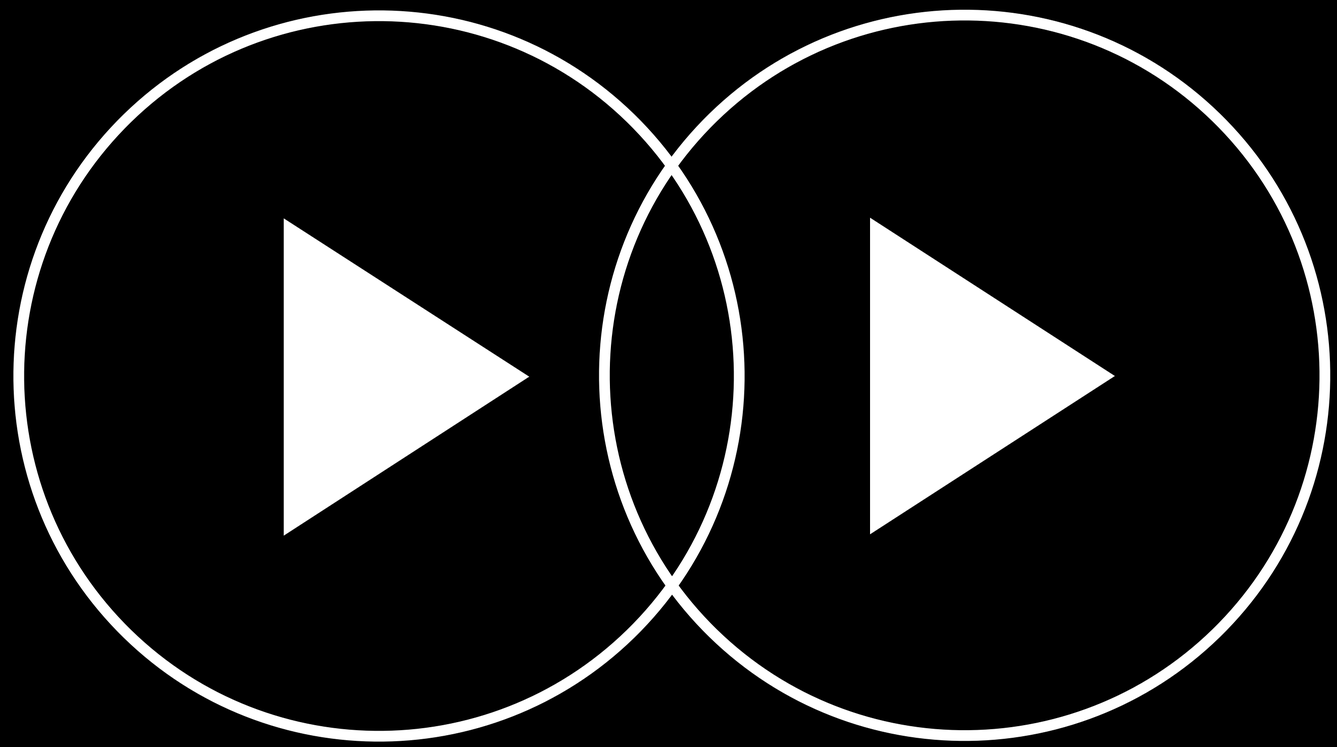
From the makers of
Paddle Mania 3000 comes...
Cosmic Paddle
Buy Now

X
From the makers of
Paddle Mania 3000 comes...
Cosmic Paddle
Buy Now

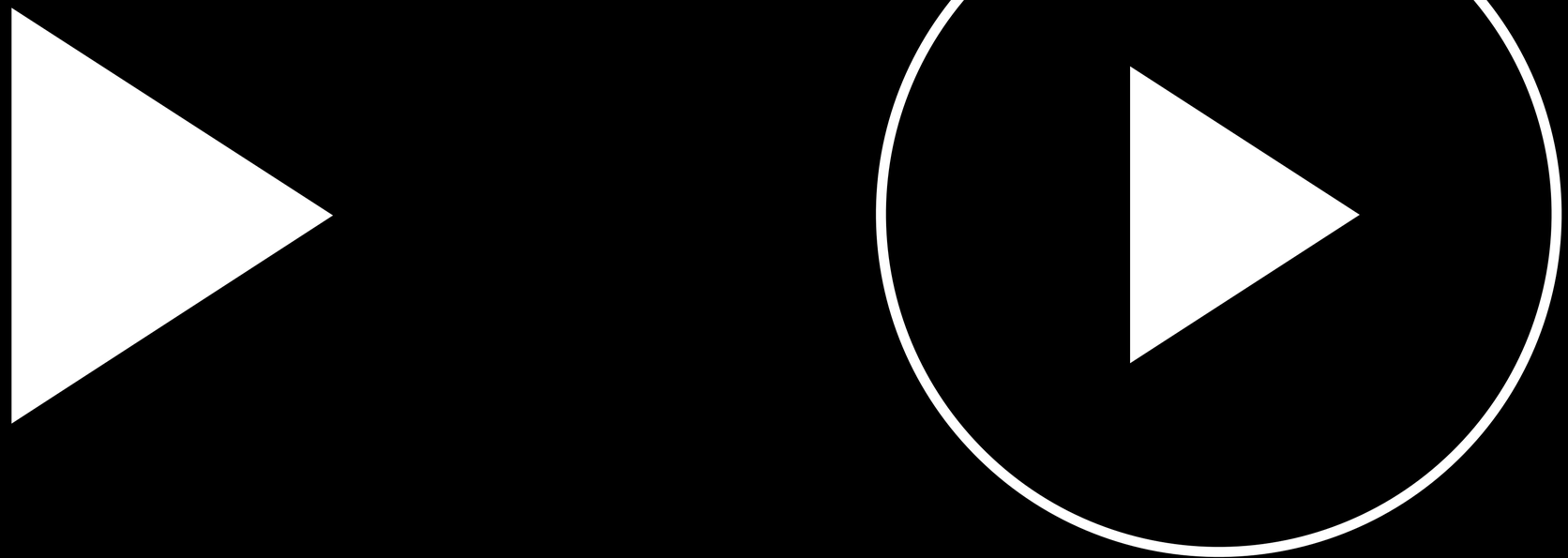
X
From the makers of
Paddle Mania 3000 comes...
Cosmic Paddle
Buy Now

X
From the makers of
Paddle Mania 3000 comes...
Cosmic Paddle
Buy Now





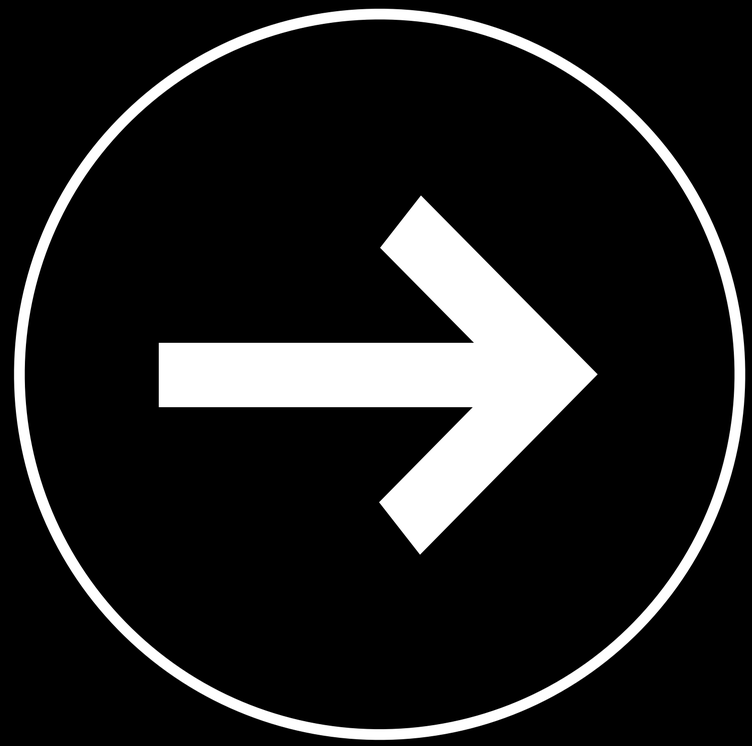
Next



Play

Next

Play



Next

iOS gaming best practices

Be a good teacher

PLANTS
VS.
ZOMBIES
2
IT'S ABOUT TIME

mike's House

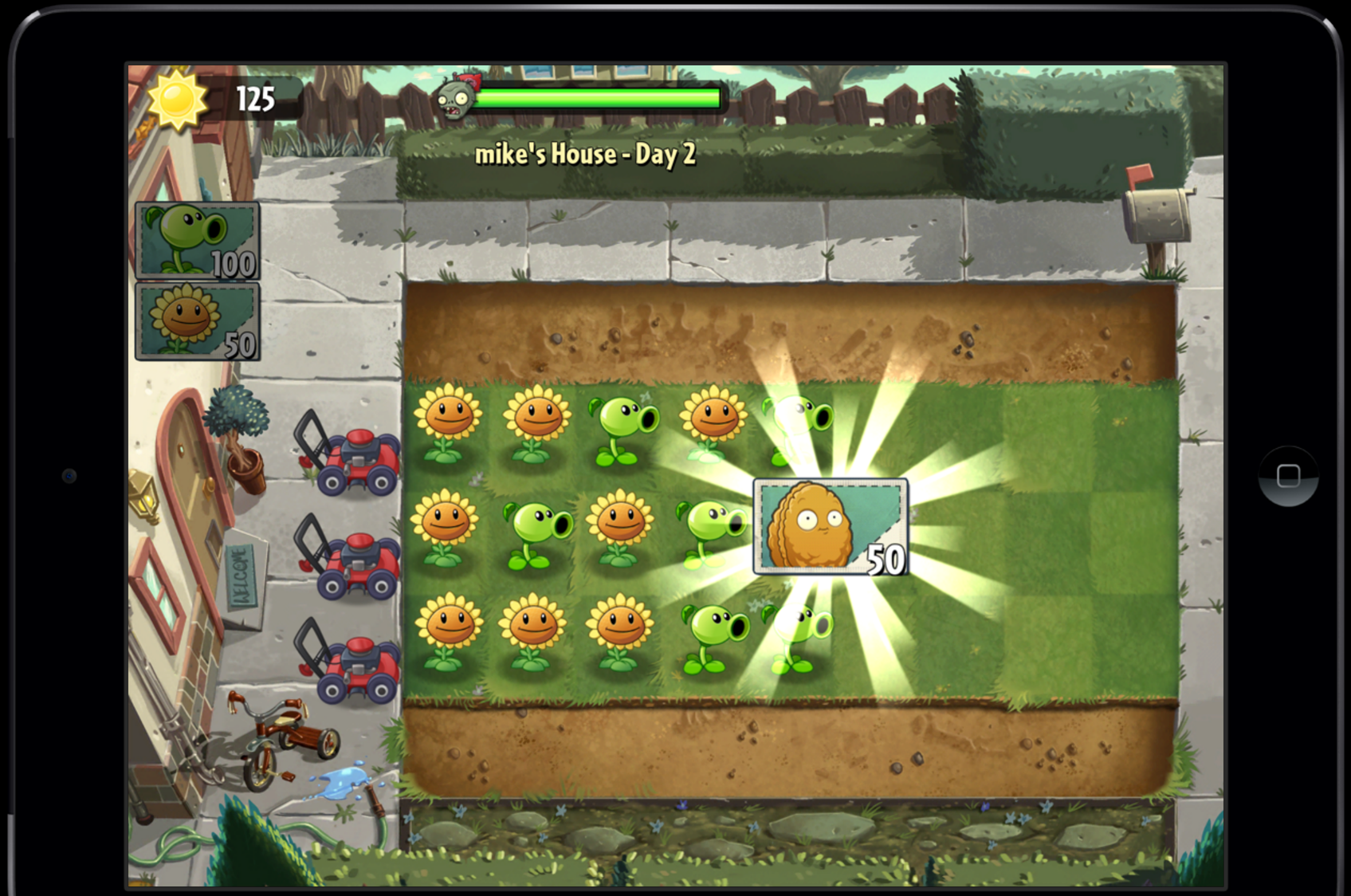
Would you like to play through the fundamentals of Plants vs. Zombies?

SKIP OVER

PLAY THROUGH

150
mike's House - Day 1
100
Drag a seed packet to the grass!

PLANTS
VS.
ZOMBIES 2
IT'S ABOUT TIME


125
mike's House - Day 2
100
50
50

You got a new PLANT!

Wall-nut

Blocks off zombies and protects your other plants

CONTINUE

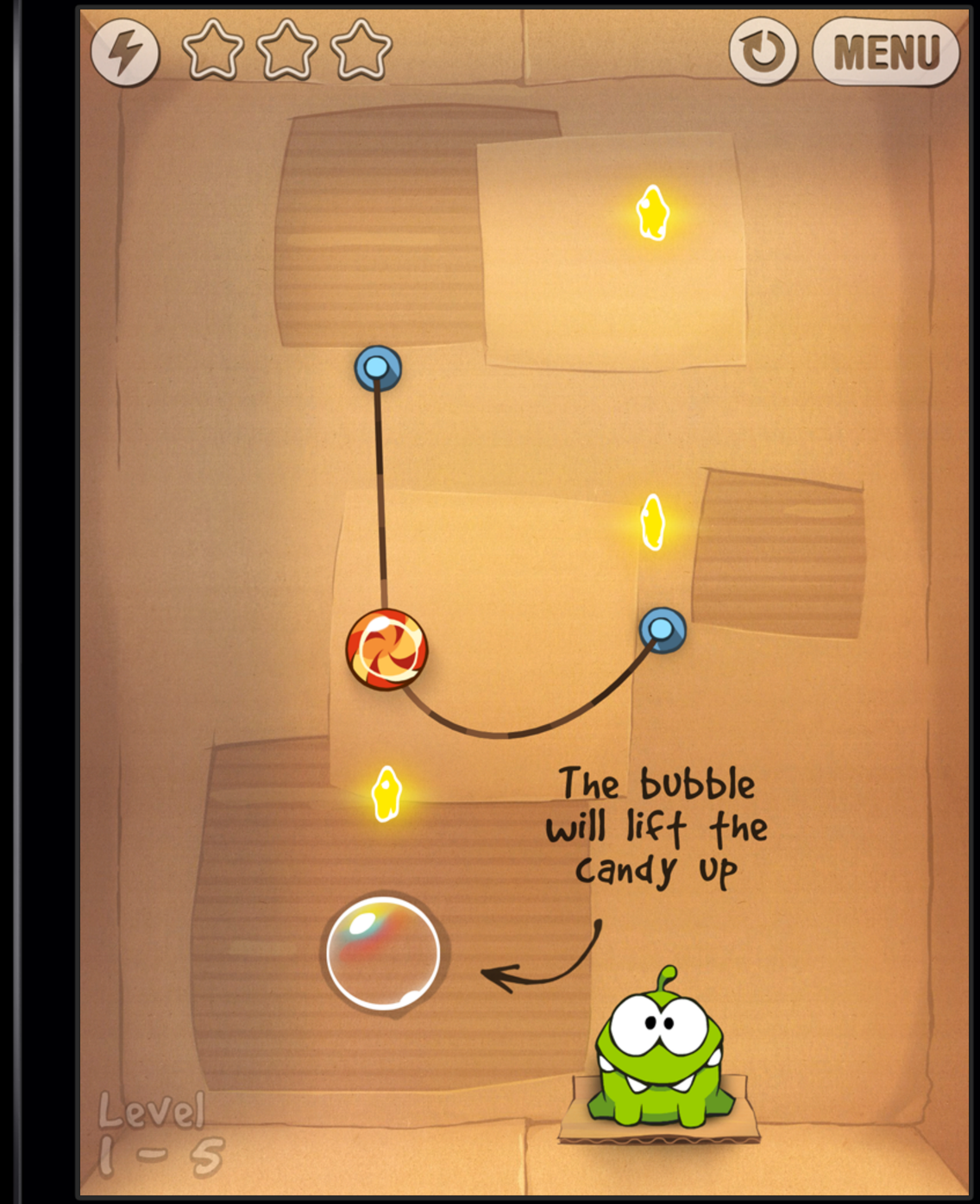
150
mike's House - Day 1
100
Drag a seed packet to the grass!

25
mike's House - Day 1
100
A Huge wave of zombies is approaching!

MENU

Slide your finger to cut the rope

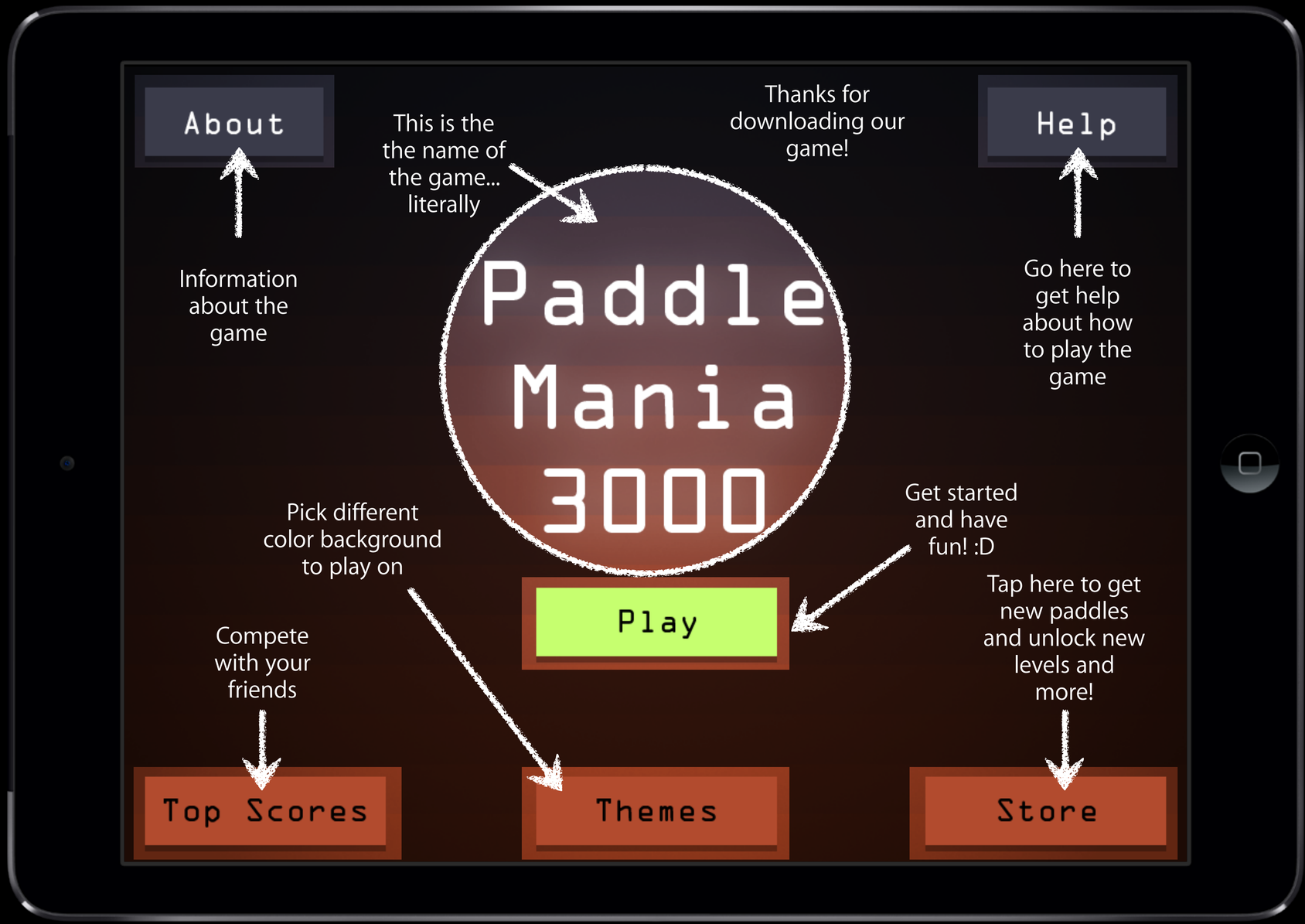
Deliver candy to Om Nom


MENU
The bubble will lift the candy up
Level 1 - 5

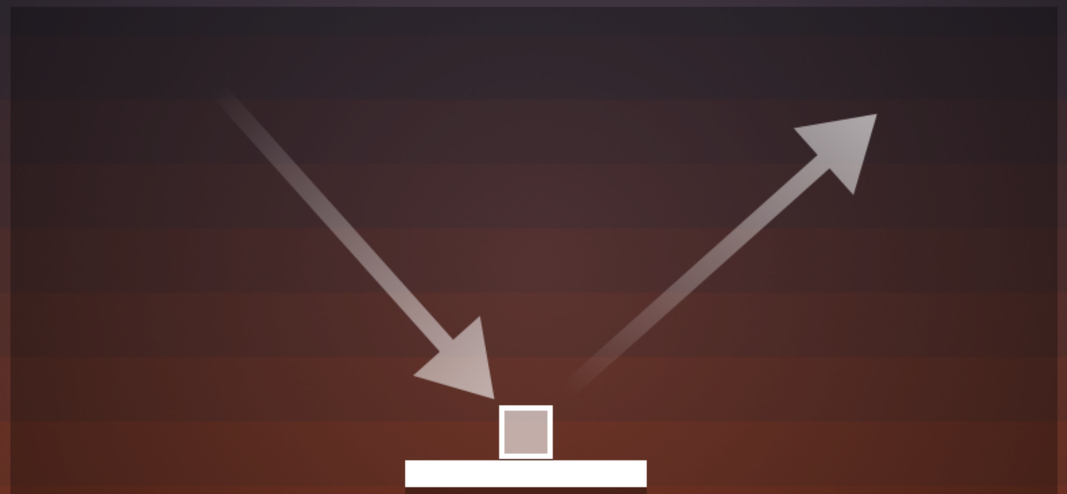
MENU
Pop the bubble
with your finger

MENU
You can restart the level by pressing the
button

MENU
Automatic ropes appear when candy gets into their area

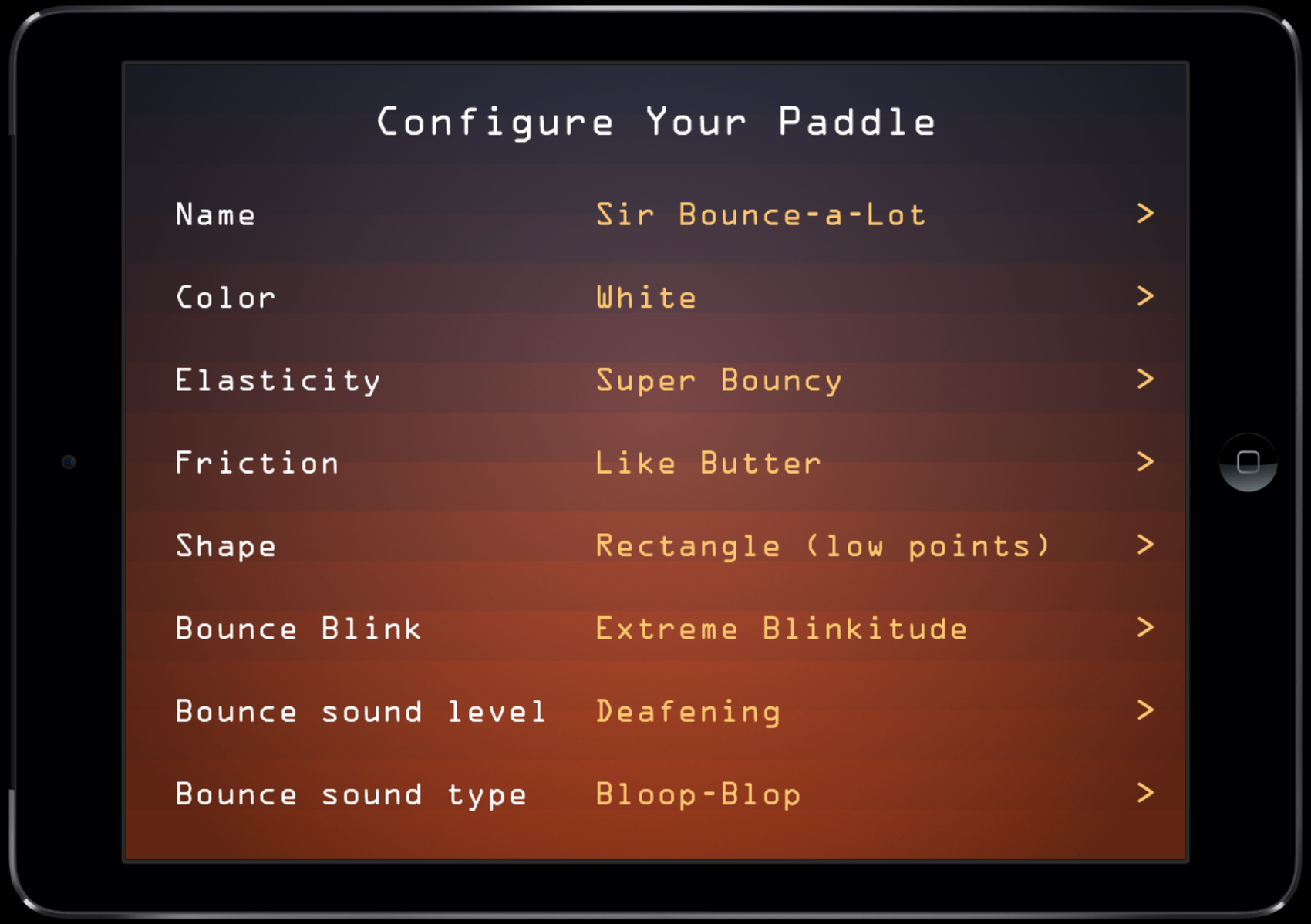

About
Information about the game
This is the the name of the game... literally
Thanks for downloading our game!
Help
Go here to get help about how to play the game
Paddle Mania 3000
Pick different color background to play on
Get started and have fun! :D
Play
Tap here to get new paddles and unlock new levels and more!
Compete with your friends
Top Scores
Themes
Store

How To Play Paddle Mania 3000



Keep Blocks from Falling!

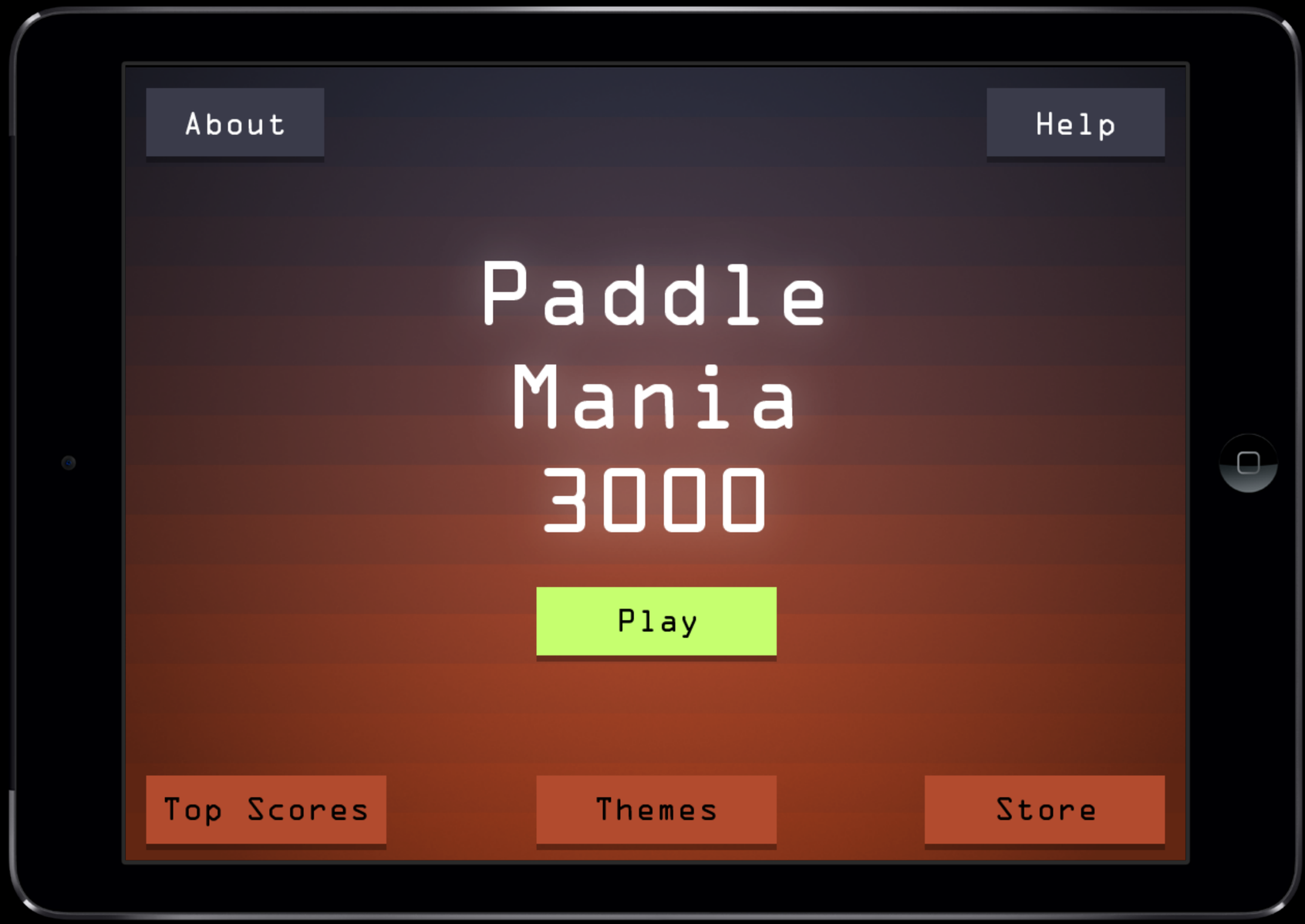
This is not a test


Configure Your Paddle
Name
Sir Bounce-a-Lot
>
Color
White
>
Elasticity
Super Bouncy
>
Friction
Like Butter
>
Shape
Rectangle (low points)
>
Bounce Blink
Extreme Blinkitude
>
Bounce sound level
Deafening
>
Bounce sound type
Bloop-Blop
>

Remember, maximize enjoyment

Wait to ask for feedback

Advertise thoughtfully

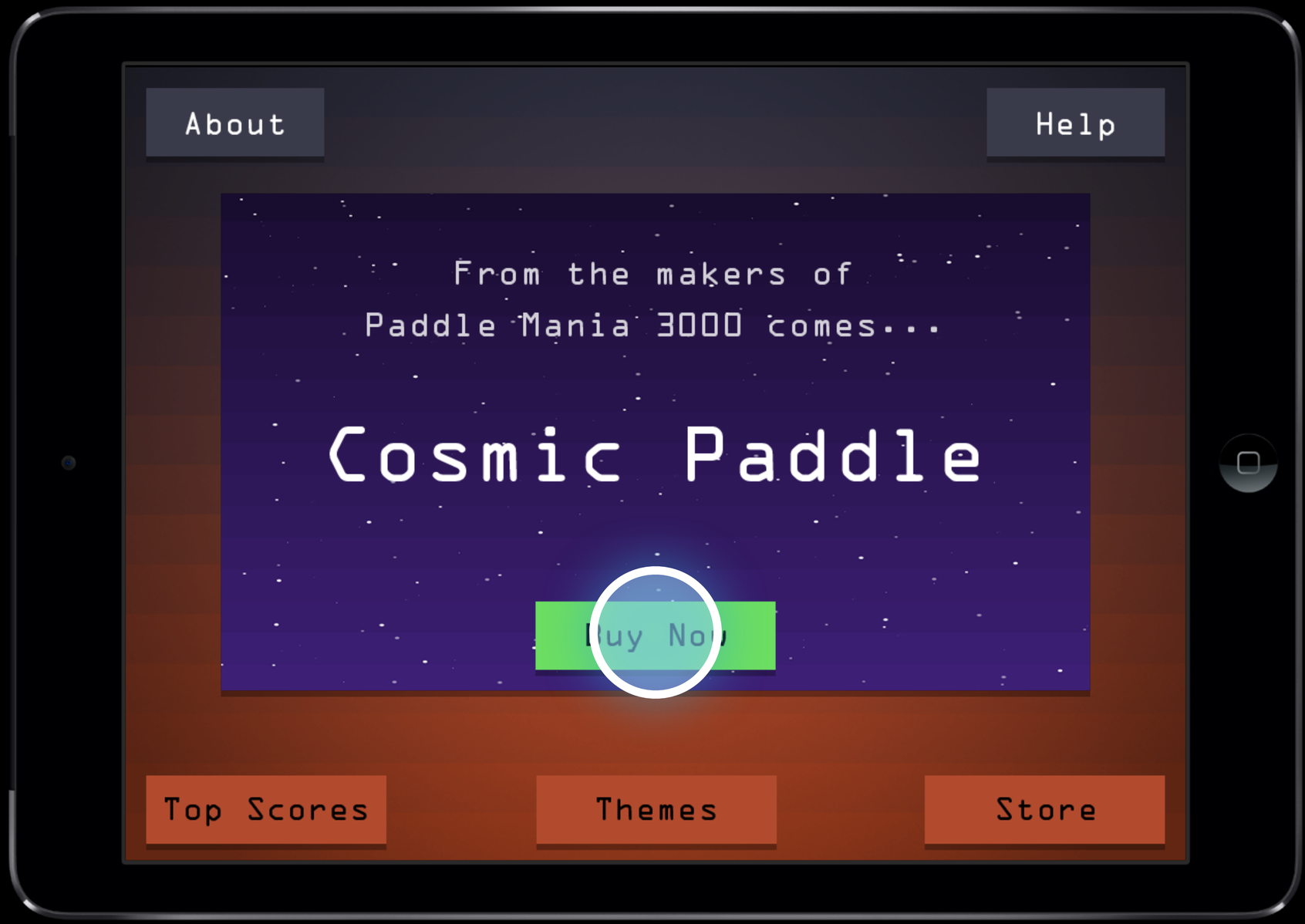

About
Help
Paddle
Mania
3000
Play
Top Scores
Themes
Store

X

From the makers of
Paddle Mania 3000 comes...

Cosmic Paddle

Buy Now


About
Help
From the makers of
Paddle Mania 3000 comes...
Cosmic Paddle
Buy Now
Top Scores
Themes
Store

Total: 17
1. Cardboard Box

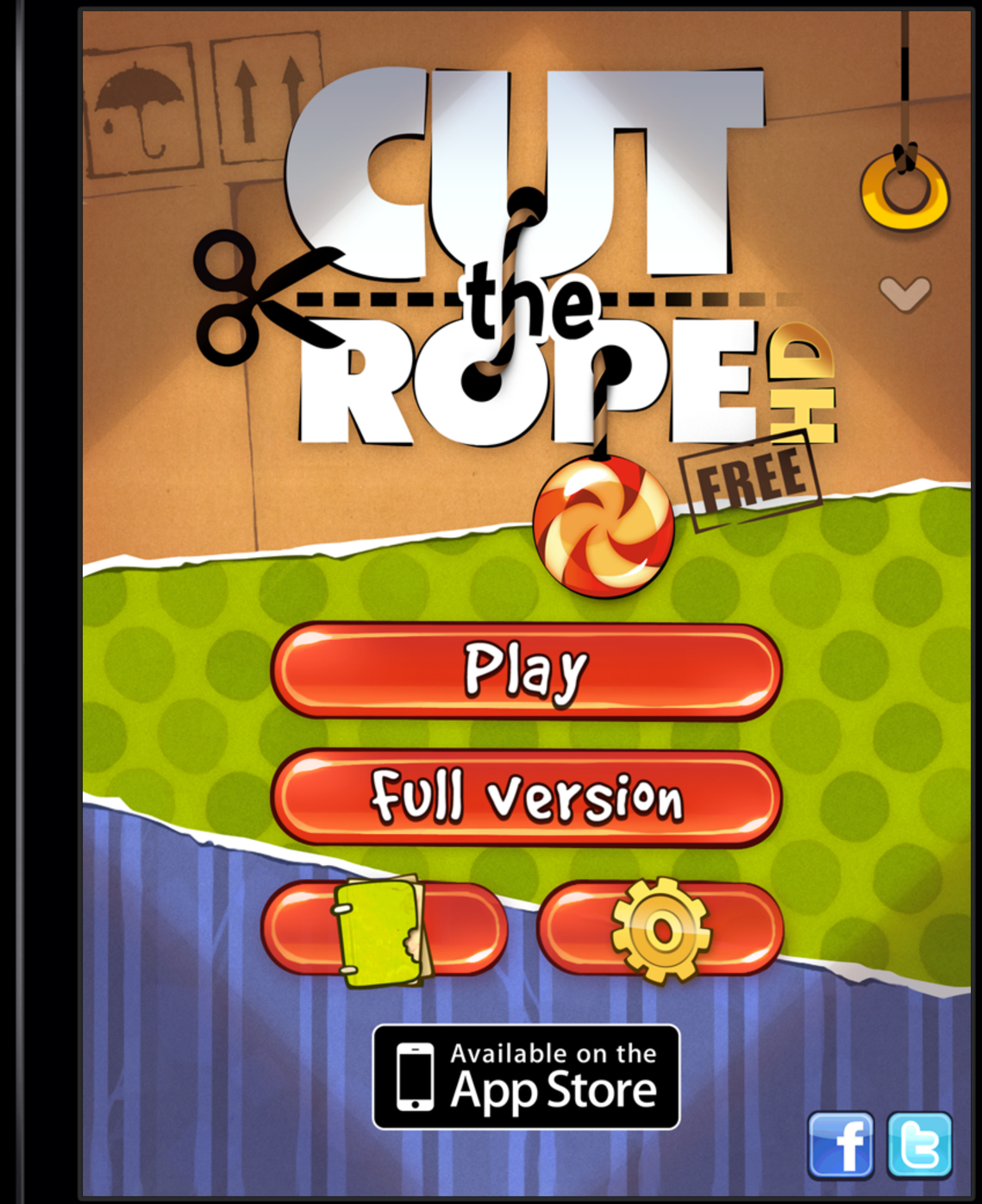
Total: 17

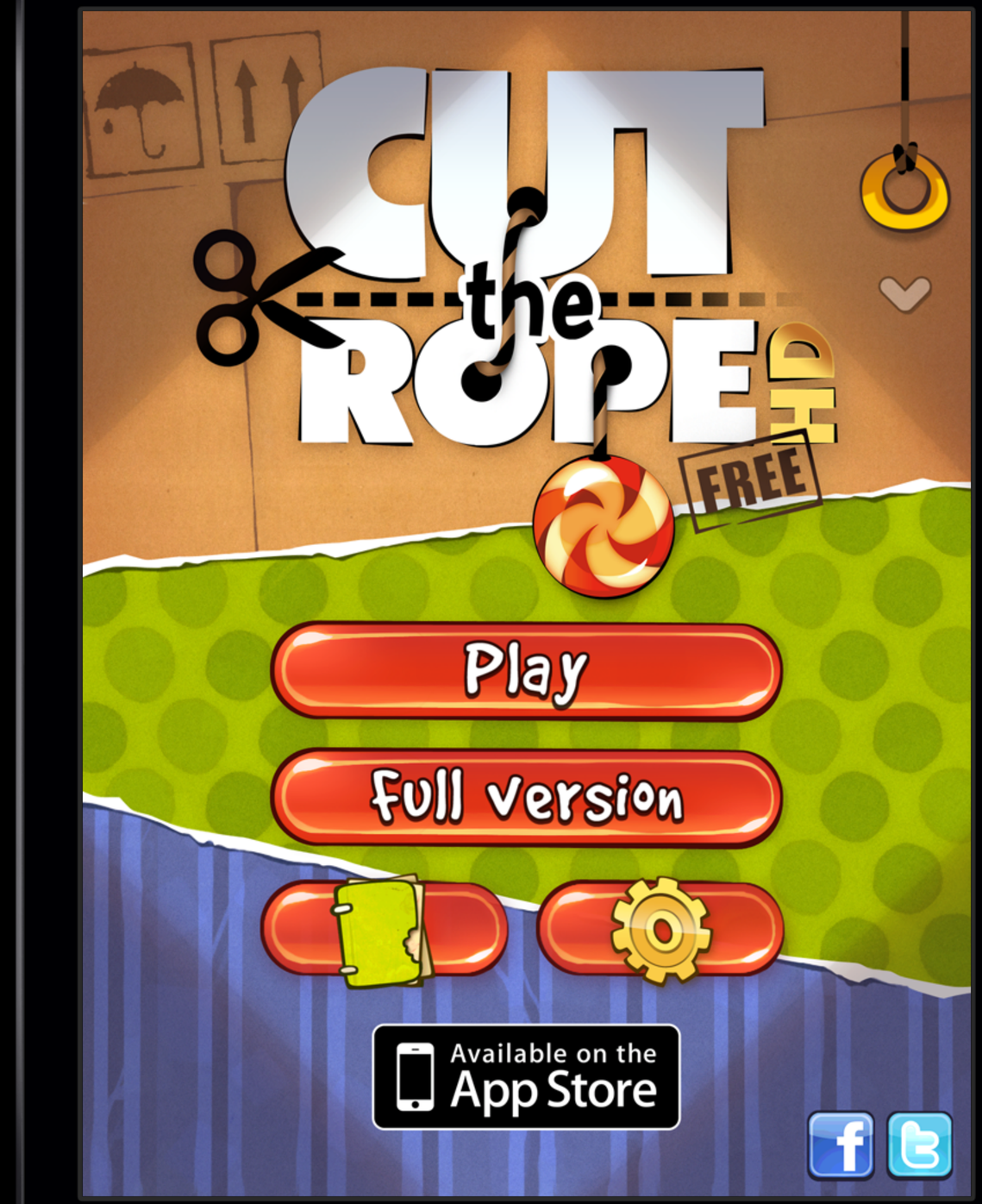
More games

Cut the Rope:
Time Travel HD

Cut the Rope:
Experiments HD

Pudding


CUT
the
ROPE
HD
FREE
Play
Full Version
Available on the
App Store


CUT
the
ROPE
HD
FREE
Play
Full Version
Available on the
App Store

News
Cut the Rope
Experiments
Get it now!
Play
Drawings
Options
Follow us

Don’t cut corners

Don’t cut corners

Design for retina displays

Retina Artwork

(300% Zoom)

Retina

Pixelated

Non-Retina

Blurry

Don’t cut corners

Design for retina displays

Don’t stretch graphics

Button

Longer Button

Button

Longer Button

Don’t cut corners

Design for retina displays

Don’t stretch graphics

Timing is everything

x3

55,815,450

x3

55,815,450

Don’t cut corners

Design for retina displays

Don’t stretch graphics

Timing is everything

Add variation to background tracks

9:41 AM
100%
Messages
Monday
23
Calendar
Photos
Camera
Weather
Clock
280
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

Clarity Principles Depth

Clarity Deference Depth

9:41 AM 100%

San Francisco

Partly Cloudy

60°

Monday Today 66 52

Now	10AM	11AM	12PM	1PM	2PM	3
60	60	61	62	63	64	6

Tuesday	66	56
Wednesday	61	51
Thursday	65	53
Friday	74	59
Saturday	77	57

Clarity Deference Depth

9:41 AM 100%

Inbox 1 of 8

Fritz Ogden

To: Mieko Haire more...

Say "cheese"

June 12, 2013 at 9:40 AM

Wow, that weekend flew by. Way too short. But i got a lot of great photos. Send me yours and I'll put them together in an album. In the meantime, here's a good one of Ken and Angela in front of the infamous blue wall.

Clarity Deference Depth

9:41 AM 100%

Record

00:00 00:01 00:02 00:03 00:04 00:05

0 -1 -2 -3 -5 -7 -10

-10 -7 -5 -3 -2 -1 0

00:00.00

New Recording

9/23/13

Done

No new recordings

9:41 AM 100%

2013

S M T W T F S

SEP

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCT

1	2	3	4	5

Today Calendars Inbox

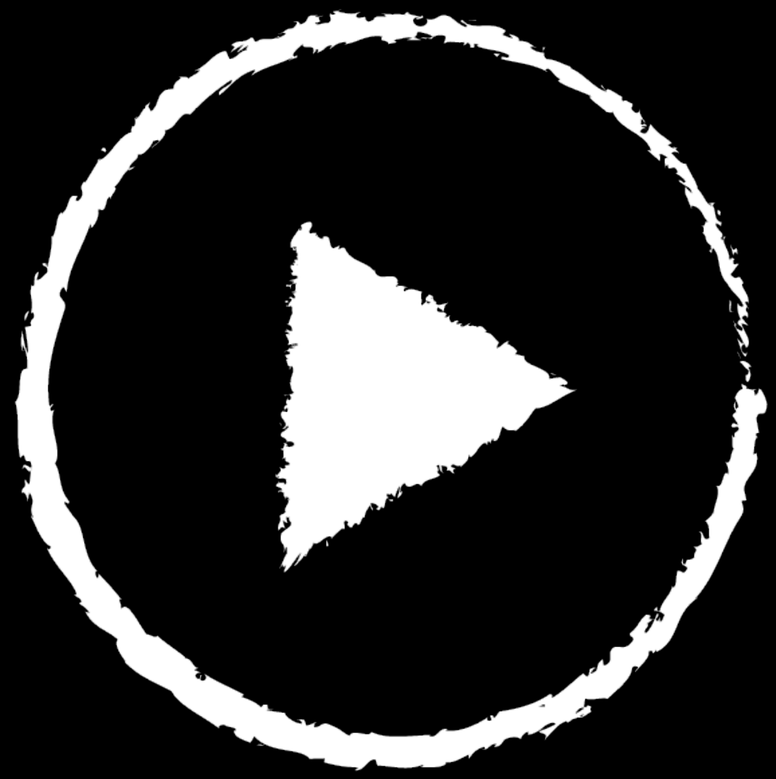
100%

9:41

Monday, September 23

slide to unlock

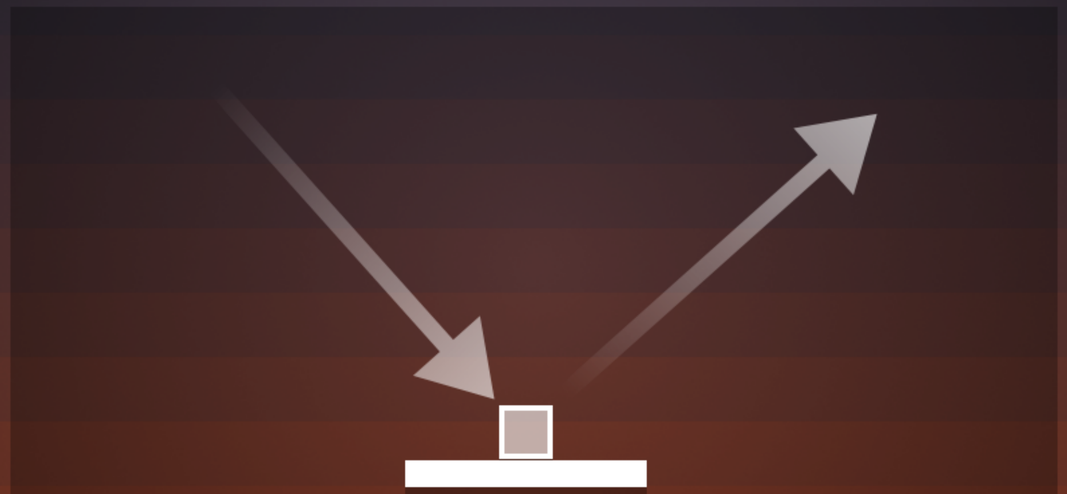
Clarity Deference Depth



Polishing up zombies, verifying content: 35.16%

150
mike's House - Day 1
100
Drag a seed packet to the grass!

How To Play Paddle Mania 3000



Keep Blocks from Falling!

Button

Button

3 Lives Remain 0 Points Pause

The game Paddle Mania would like to know if you intentionally or accidentally requested to delete your current game setting information? This action is permanent so you may wish to consider carefully how you'd like to proceed.

Obliterate Negatory

Thrice Lives Nil Supsend Play

Obliterate
current game
state database?

Obliterate Negatory

x3

0

Restart game?

Reset

Cancel

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WELCOME TO
Paddle
Mania
3000

WELCOME TO
Paddle
Mania
3000

Clarity Deference Depth

28.348
2.40 mi
101 mph
cloudimuziq
cloudimuziq
cloudimuziq

Clarity Deference Depth

Control Center

Current Location

9:41 AM
100%
Monday
10
Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

x5
0
Get Ready!

9:41 AM 100%

2013

S M T W T F S

SEP

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCT

1	2	3	4	5

Today Calendars Inbox

9:41 AM 100%

Albums **My Photo Stream** Select

Photos Shared Albums

Levels
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20

x5
0
Get Ready!

Thank You

More Information

Mike Stern
User Experience Evangelist
stern@apple.com

iOS 7 Transition Guide & Human Interface Guidelines
http://developer.apple.com/library/ios/design/index.html